OCT 1940

The American Perfumer
and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

OTTO "ROSE D'OR"

OTTO ROSE d'OR is the product of a lifetime of specialization on the part of Pappazoglou of Bulgaria. This aristocrat of Ottos is proudly offered by Pappazoglou as *his own distillation.* With each passing decade Otto Rose d'Or continues as its own best advocate, consequently, we invite you to initiate any comprehensive series of tests with this product, which you may care to devise.

UNGERER and COMPANY

13-15 WEST 20th STREET NEW YORK

Philadelphia Boston Chicago St. Louis Los Angeles San Francisco

The traditional home of the Sandalwood tree

...IT COMES FROM MYSORE

THE World's finest Sandalwood—Santalum Album (Linné)—is grown in the State of Mysore. The Oil richest in Santalol comes from the Heart-wood, and nothing but selected Heart-wood is used for the production of MYSORE OIL.

This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

There is no satisfactory substitute for the perfume value imparted by Genuine Mysore Sandalwood Oil.

•

Most perfumers and soap manufacturers prefer to use natural products; due to uncontrolled supplies, prices often advance to such a point that they have to limit the use of natural products and use cheaper synthetic materials with varying success.

This situation will not develop in the case of genuine Mysore Sandalwood Oil. The Forest Department controls the cutting of trees in such an intelligent and farseeing manner that large or potentially large users of genuine Mysore Sandalwood Oil are assured adequate supplies at reasonable prices at all times.

•

Distilled at our Linden, N. J., plant and offered only in original sealed and numbered containers.

GOVERNMENT OF MYSORE

Sole Agents for the United States
W. J. BUSH & CO., Inc.,
New York

•

Sole Agents for Canada
W. J. BUSH & CO.
(Canada) Ltd.,
Montreal, Canada

"ye Oldeste Essence Distillers"

W. J. BUSH & CO.

INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

NEW YORK, N. Y.

London - Mitcham - Messina - Grasse

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"Not many sounds in life . . . exceed in interest a knock at the door."

CHARLES LAMB

You can give consumers opportunity after opportunity to look at your package, to touch your package — but will they purchase your product?

Your package must provide the incentive to "open" as well as to "look." It must have buy appeal as well as eye appeal. It must be modern, in tune with the design and purchase trends of today's markets.

A Carr-Lowrey analysis of your package problem costs nothing, may have untold value to future sales. Carr-Lowrey's more than 50 years of successful package creating, to meet sales needs, is your guarantee of getting a new or re-designed package that will fill *your* bill.

Carr-Lowrey's experienced designers will give your glass containers full attention on three points: (1) Attractiveness, (2) Practicability and (3) Economy. This "three point" service is building new sales for hundreds of leading packagers of cosmetics, drugs, household specialties and foods.

Simplicity and grace characterize this effective cyrstal-clear glass container for a sophisticated eau de cologne. One of the results of Carr-Lowrey's "three-point service."

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue • Chicago Office: 1502 Merchandise Mart

TEAMWORK IN

VAN AMERINGEN

INDUSTRY TOO

Dependable cooperation and teamwork is just as vital a factor in business. Our field is perfuming — a field in which we are competent — but, in addition to perfuming, our technical staff is trained to understand your manufacturing problems and to help you solve those problems where perfuming is a factor.

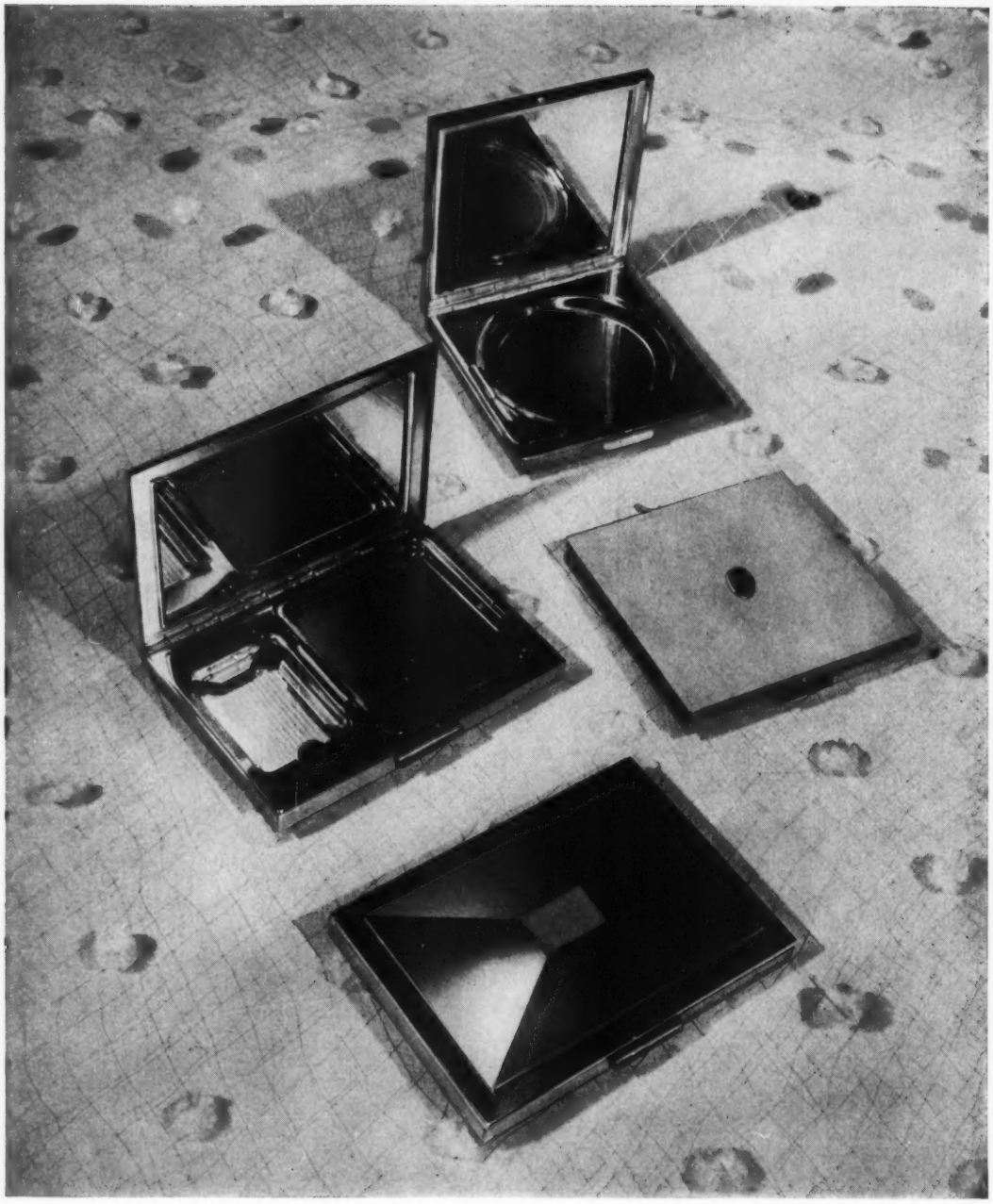
new BERGAMOT artificial

A timely development recently completed by our chemical laboratories which can be used as a complement to or a complete substitution for the finest natural Bergamot Oil. Its price exceeds that of most synthetic bergamots now offered, but, in our opinion it surpasses all others in its quality, strength and fidelity to its finest natural prototype. We feel that you will agree with this opinion upon examination of a sample of NEW BERGAMOT ARTIFICIAL. ($3.40 per pound, quantity and contract prices on request.)

HAEBLER, INC.

315 FOURTH AVE. NEW YORK CITY

EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS • METAL NOVELTIES TO INDIVIDUAL REQUIREMENTS



VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS • LIPSTICK HOLDERS (ALL TYPES) POWDER BOX CONTAINERS

Vanities BY BRIDGEPORT

Bridgeport compact cases and vanities are outstanding for style and craftsmanship. Vanities such as these can be produced to specification to harmonize with any cosmetic line or color scheme. . . . . .

BRIDGEPORT METAL GOODS MFG. CO.

BRIDGEPORT, CONN. Phone Bridgeport 3-3125 ESTABLISHED 1909

THE RULE OF FITNESS

"FITNESS is an inseparable accompaniment of beauty." Thus, in a phrase, Emerson gives brevity to an idea that embraces our own concept of the fine art in which our perfume laboratories are engaged. We believe, first, in the fitness of those upon whose experience and knowledge of materials we must depend. We believe, next, in the fitness of materials from which odor effects, worthy of the skill employed in their manipulation, can be created.

This fixed rule of fitness by which selection of men and materials is based upon their special fitness for the task in hand, has long been a key factor in bringing beauty of fragrance to the fine products of our customers. To every non-customer we express this hope: That your next new product will afford us the needed opportunity to demonstrate, practically, the value in its application for you.

FRITZSCHE BROTHERS, Inc.

SCARCITY OF ABSOLUTES NO HANDICAP TO USER

For ORANGE FLOWERS ABSOLUTE substitute....

ORANGE FLOWERS TERPENELESS

VALUED for its diffusiveness, the use of natural orange flowers lends an indispensable note to certain types of compositions. It enjoys particular favor in compounds of flowery or oriental character, in "outdoor" types and many others. Were it not for such substitutes as *FRITZBRO SYNTHETIC FLOWER OIL ORANGE FLOWERS TERPENELESS*, the present scarcity of natural oil would be a serious handicap to products built upon this popular note. This synthetic, however, is a faithful reproduction of the natural French oils produced by volatile solvent extraction. It possesses great strength and persistence and enables the perfumer to produce the most delicate and lasting tonalities without fortification or additional blending. Removal of the terpenes renders it more soluble than the ordinary orange flower synthetics. For these reasons, it may be used to better effect and with greater advantage in extracts, lotions, toilet waters, hair preparations and other products where solubility in low proof alcohol is a requisite. A sample of FRITZBRO SYNTHETIC FLOWER OIL ORANGE FLOWERS TERPENELESS, correctly employed, will convince you of its fidelity to the natural oil and of its value to your finished product. Write us for details.

Firms faced with the shortage of other raw materials or with excessive costs, may discover just the right substitute among our fine selection of Synthetic Specialties. Why not have our representative call and discuss such problems with you? You will incur no obligation. On the other hand, it might well work out to mutual advantage.

F THESE ECONOMICAL FLORAL SUBSTITUTES...

For JASMINE ABSOLUTE substitute....

JASOLEA

THIS synthetic is not a spur-of-the-moment product created hastily to meet a sudden need. On the contrary, it is one that has stood the test of time—one that had "seen service" on the firing line of retail competition long before the current shortage of natural jasmine arose. JASOLEA has a proud record! Our recommendations now for extension of its use are, therefore, fully justified.

There are three grades of JASOLEA, as follows:

JASOLEA "N" —This is a most careful simulation of Jasmine Enfleurage. Its similarity even to the obscure fatty odors of the natural oil is a striking achievement in research.

JASOLEA "X"—This grade duplicates the Jasmine Absolute of volatile solvent extraction. It blends perfectly in recommended proportions with the natural oil.

JASOLEA "F" —Here is a finished perfume specialty possessing all the fragrance of the living flower. As a working base for jasmine perfumes, it requires little, if any, manipulation.

Used in substitution for its respective jasmine type, JASOLEA makes the creation of sales-compelling scents easily and economically possible. A request, on your letterhead, for further details of its use will receive the prompt attention of our Special Perfume Division.

FRITZSCHE BROTHERS, Inc.

PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.

BRANCH STOCKS

BOSTON CHICAGO LOS ANGELES ST. LOUIS TORONTO, CANADA MEXICO, D. F.

FACTORIES AT CLIFTON, N. J. AND SEILLANS (VAR) FRANCE

"CLOSER TO GENUINE CIVET THAN ANYTHING I HAVE EVER OBSERVED"

. . . . So states an impartial observer—the perfumer for one of America's largest manufacturers—after his examination of

CIVET ARTIFICIAL F. B.

What this means to users of natural Civet in view of world conditions and withdrawal from American markets of practically all available stocks is simply this: That they now have a ready and dependable supply of what is reliably considered an excellent substitute for *good quality, natural Civet.*

CIVET ARTIFICIAL F. B. has about twice the strength of Abyssinian Civet and is equal in strength to Civet Absolute. This is due to the fact that it contains none of the inert materials present in natural Civet in the form of waxes and fats. And to this may be attributed also its greater solubility and its lessened tendency to cause discoloration in the finished product. Soap makers, especially, value it for this reason. As an alcoholic tincture, properly aged, CIVET ARTIFICIAL F. B. can be used in fine perfume formulas in the same manner and to achieve the same characteristic softness of odor imparted by Civet Absolute.

In suggesting to Civet users that they subject our CIVET ARTIFICIAL F. B. to critical examination before applying it, we are confident that it will substantiate all of our claims and thus provide them a new and economical aid to better perfuming. Address us on your letterhead for further particulars and/or sample.

FRITZSCHE BROTHERS, Inc.

PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.

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FACTORIES AT CLIFTON, N.J., and SEILLANS (VAR) FRANCE

FAST-SELLING POWDERS *"Cling"* AND ELIMINATE *"Shine"*

Essential requirements for a "name-call" face powder are:

- Effective covering properties
- Perfect adherence to the skin
- Fineness of texture
- Bulkiness

Leading manufacturers of successful powders incorporate these selling features by using Merck Chemicals for Cosmetic Use—products of uniformity, high quality and reliability.

For Effective Covering Properties, Adherence, Slip, and Opaqueness

ZINC STEARATE MERCK U. S. P.

Manufactured from the finest quality Triple Pressed Stearic Acid. Contains *not more* than 20 parts of lead per million and *not more* than 2 parts of arsenic per million.

ZINC OXIDE MERCK U. S. P.

To Provide Body and Bulkiness

MAGNESIUM CARBONATE MERCK U. S. P. POWDER (Light)

CALCIUM CARBONATE MERCK U. S. P. PRECIP. (Light)

TALC MERCK U. S. P. (Purified)

KAOLIN MERCK N. F. & KAOLIN COLLOIDAL MERCK N. F.

The importance of high-quality ingredients is recognized by manufacturers of successful cosmetic preparations. They realize that the use of Merck Chemicals for Cosmetic Use is a definite aid in the promotion of repeat sales.

In addition to meeting official standards, such as the tests for heavy metals prescribed in the United States Pharmacopoeia, Merck Chemicals must also meet or exceed exacting specifications set up by the Merck Control Laboratories.

. . .

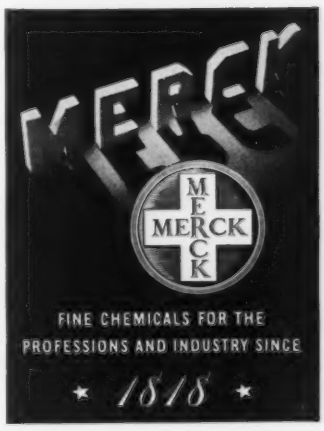
Merck Chemicals to meet your detailed specifications are obtainable.

. . .

Quotations and samples on items for use in high-quality deodorants, depilatories, hair preparations, suntan products, etc., will be supplied on request.

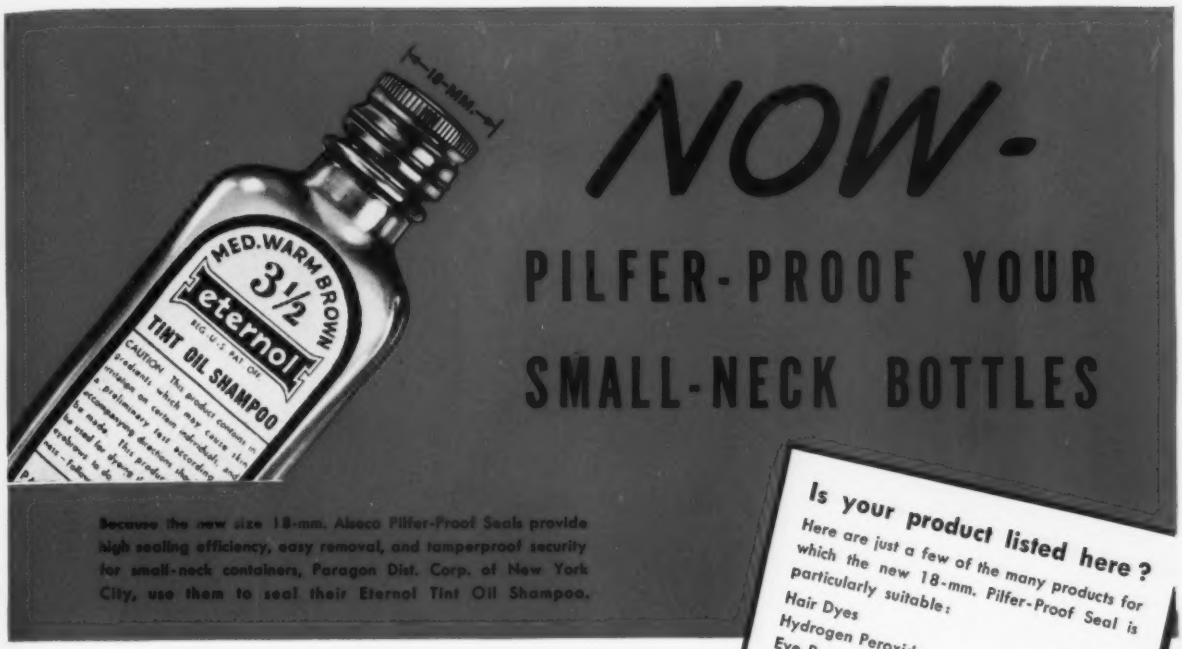
. . .

Consult us regarding your manufacturing problems and requirements.



MERCK & CO. Inc. *Manufacturing Chemists* RAHWAY, N. J.

NEW YORK • PHILADELPHIA • ST. LOUIS • In Canada: MERCK & CO. Ltd., MONTREAL and TORONTO



NOW-

PILFER-PROOF YOUR SMALL-NECK BOTTLES

Because the new size 18-mm. Alseco Pilfer-Proof Seals provide high sealing efficiency, easy removal, and tamperproof security for small-neck containers, Paragon Dist. Corp. of New York City, use them to seal their Eternol Tint Oil Shampoo.

Is your product listed here?

Here are just a few of the many products for which the new 18-mm. Pilfer-Proof Seal is particularly suitable:

Hair Dyes
Hydrogen Peroxide
Eye Preparations
Liquid Mascara
Permanent Wave Solutions
Astringents
Hair Tonics
Depilatories
Deodorants
Hand Lotions

Check these advantages of Alseco Pilfer-Proof Seals against the seal you're using now:

Impress the consumer. He feels the product must be exceptionally good, since you seal it so carefully.

Tamperproof. The patented locking ring protects your product against meddling and adulteration. The consumer gets it just as you made it. He opens the lock himself.

High sealing efficiency. Pilfer-Proofs are applied by the Rolled-On Process. Each seal fitted to its own bottle. If yours is a hard-to-hold product, it needs this tailor-made seal.

Easy to open. Tailor-fitted; never wedged or cocked.

Economical. Efficient machines apply Alseco Pilfer-Proof Seals inexpensively at speeds up to 180 per minute. One automatic operation both seals and tamperproofs.

Non-contaminating. Made of Aluminum; rustproof and non-toxic.

Four sizes. 28-mm., 30-mm., and 38-mm. as well as the new 18-mm. size.

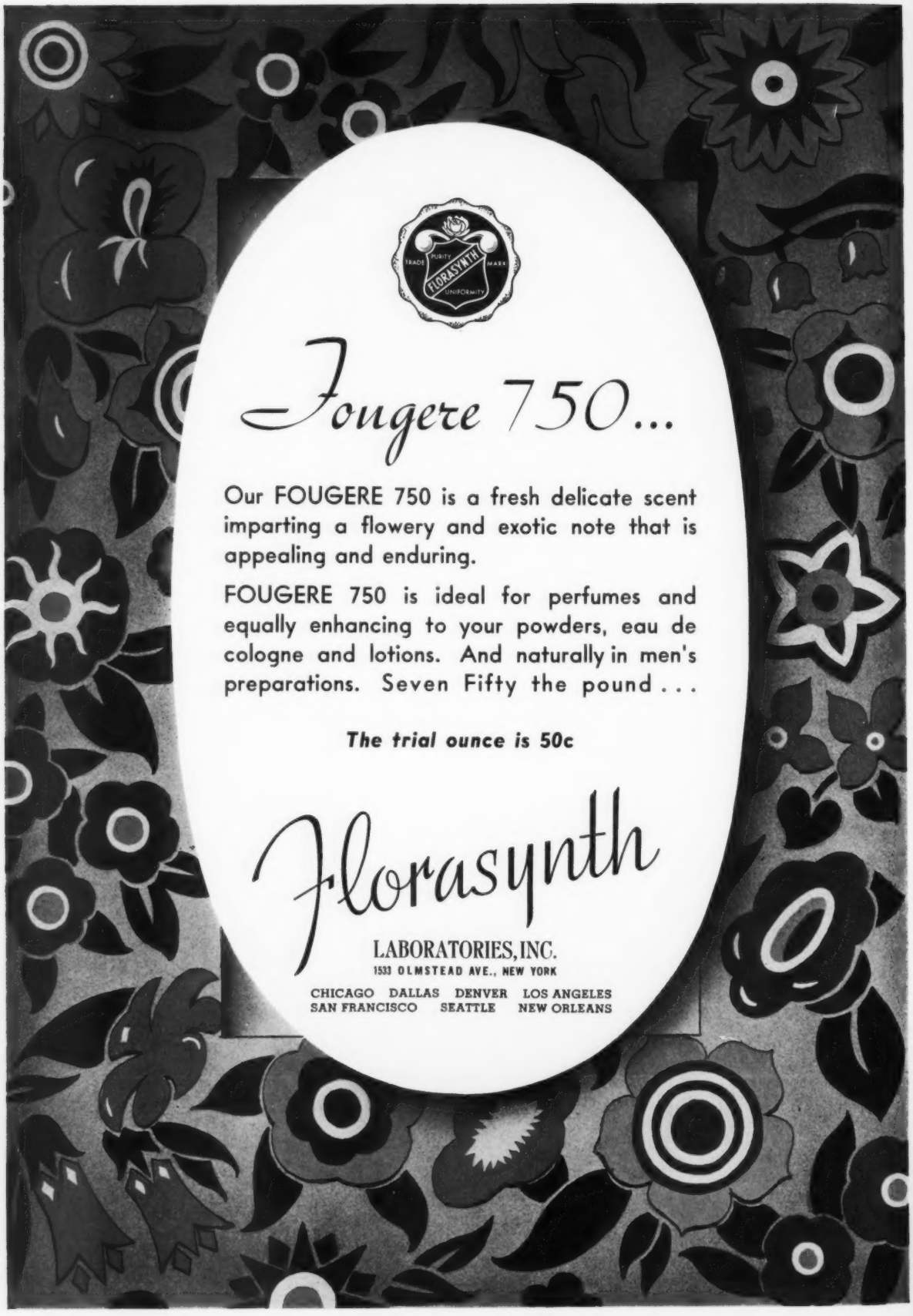
Pilfer-Proof because it is locked on.

Easy to open; a twist snaps the lock.

AT YOUR SERVICE: 26 YEARS OF EXPERIENCE BUILDING QUALITY SEALS AND SEALING MACHINES TO FIT THE NEEDS OF THE USER.

TAILOR - MADE
Alseco Seals
Trade Mark Reg U. S. Pat. Off.

FOR SAMPLES AND PRICES OF ALSECO SEALS, WRITE ALUMINUM SEAL COMPANY, 1355 THIRD AVE., NEW KENSINGTON, PENNA.


TRADE PURITY MARK
FLORASYNTH
UNIFORMITY
Fougere 750...
Our FOUGERE 750 is a fresh delicate scent imparting a flowery and exotic note that is appealing and enduring.
FOUGERE 750 is ideal for perfumes and equally enhancing to your powders, eau de cologne and lotions. And naturally in men's preparations. Seven Fifty the pound . . .
The trial ounce is 50c
Florasynth
LABORATORIES, INC.
1533 OLMSTEAD AVE., NEW YORK
CHICAGO DALLAS DENVER LOS ANGELES
SAN FRANCISCO SEATTLE NEW ORLEANS

Styled

TO SELL SMART WOMEN

SEND FOR SAMPLES of these smart, modern, stock designs in crystal clear Maryland Flint—all fashioned to stimulate sales of such distinctly feminine products as perfumes and toilet waters, creams and lotions, tonics and shampoos, polishes and polish removers.

MARYLAND GLASS CORPORATION, BALTIMORE, MD. . . . New York: 270 Broadway . . . Chicago: Berman Bros., 1501 S. Laflin St., . . . St. Louis: Carl Floto, 908 Clark Ave. . . . Memphis: S. Walter Scott, 435 S. Front St. . . . Kansas City, Mo.: Aller Todd, 1224 Union Ave. . . . San Francisco: Owens-Illinois Pacific Coast Company.

CHOOSE CRYSTAL CLEAR *Maryland Flint*

BOTTLES & JARS

FROM LEFT TO RIGHT

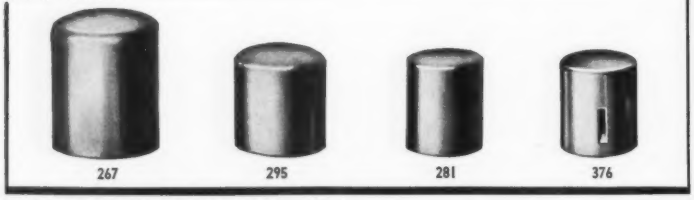
SQUAT JAR: Available in ½, 1, 2, 3, 4, 8 and 18 oz. Blue double shell caps furnished if desired.

MAJESTIC OVAL—Available in ⅛, ¼, ½, 1, 2, 4, 6, 8, 16 and 32 oz. Black Bakelite caps furnished if desired. Also sprinkler top in 2, 4, 6 and 8 oz.

TOILET OVAL: Available in ½, 1, 2, 3, 4, 6 and 8 oz. Black double shell caps furnished if desired.

FRENCH SQUARE — Available in ¼, ½, 1, 2, 4, 6, 8, 10 and 16 oz. Black double shell caps furnished if desired.

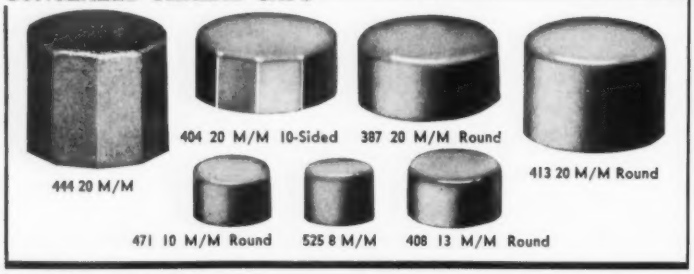
SLIP CAPS



TALCUM CAPS—Plain&Knurled

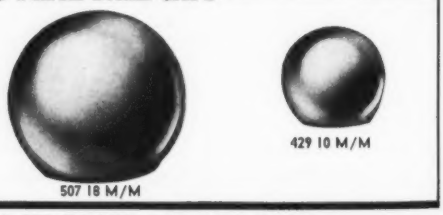
SCREW CAPS

CONCEALED THREAD CAPS

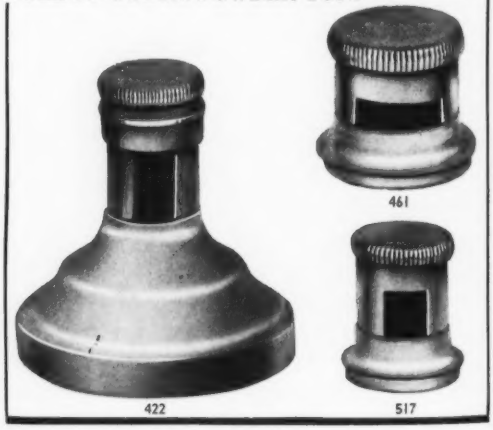


MISCELLANEOUS

TWO PIECE BALL CAPS



PULL-UP TOOTH POWDER TOPS



CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round, Square, Oval. Slotted).

P. S. HER FACE
POWDER IS MADE
with
FACE POWDER BASE Z

For covering power...for adherence
...for quality of slip...for invisibility
...FOR MORE SALES.

REQUESTS FOR SAMPLES ON YOUR FIRM'S LETTERHEAD
WILL BE PROMPTLY ANSWERED

AROMATICS DIVISION
GENERAL DRUG COMPANY

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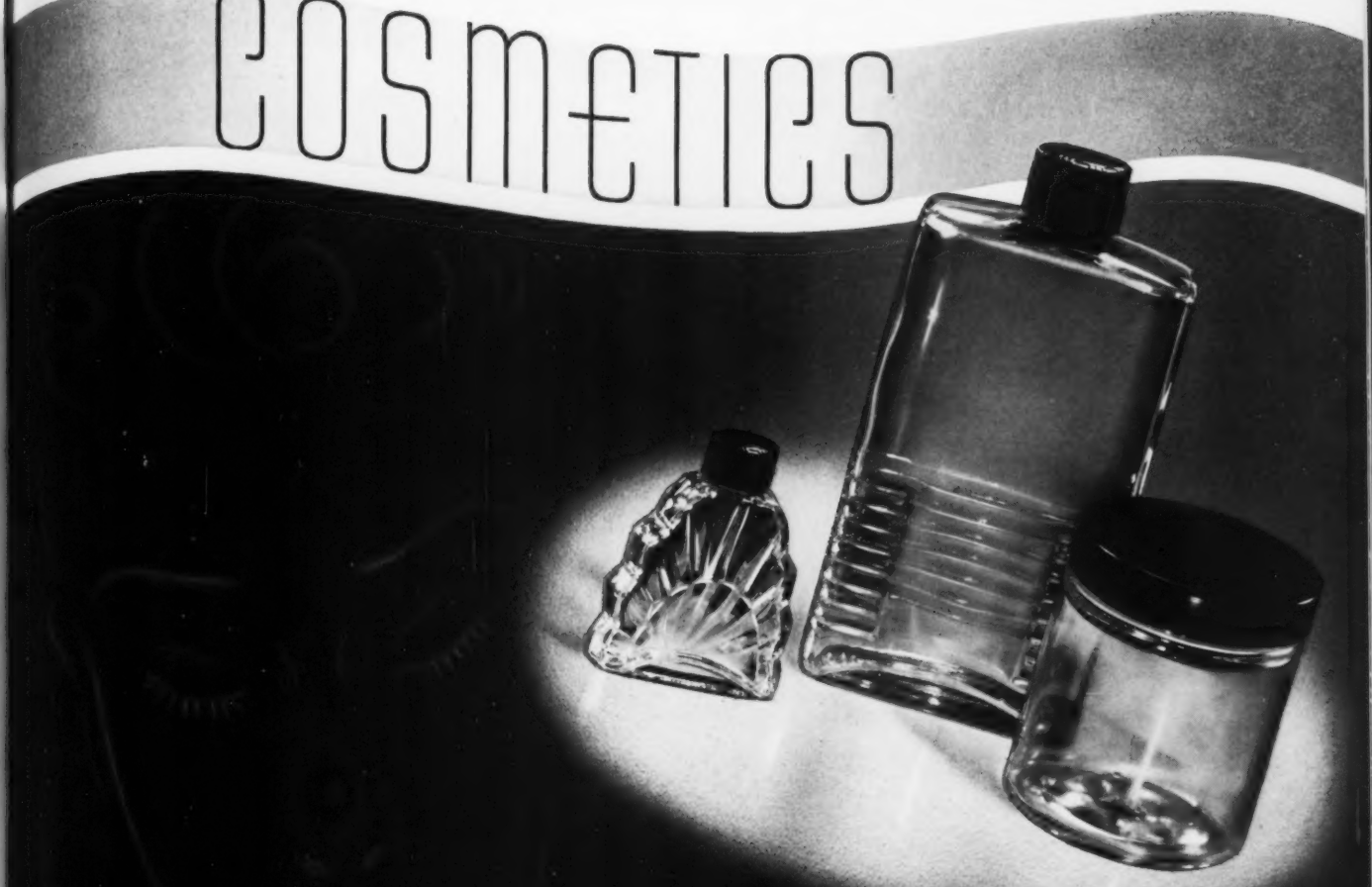
SEE OTHER SIDE

COSMETICS



Give glamour to the face

plead favor through the eye

OWENS-ILLINOIS

Complete Packaging Service

GLASS CONTAINERS—CLOSURES—SHIPPING CARTONS

. . . and win confidence in their claims through artful packaging. "To paint the lily"— to clothe merit in the garments of glamour through the medium of glass, is our acknowledged accomplishment. Owens-Illinois Glass Company, Toledo

Full Steam Ahead!

THIS month W. C. Ritchie and Company completed the transfer of many of its activities to a new $250,000, eighty thousand square feet plant addition.

We're proud of that new plant, of course.

We're proud of our Company's long, long record — 74 years of development through peace and through war, through prosperity and through depression.

But now, when once more American industry is to be put to a test, we're proudest of all to be a part of the American system of free enterprise.

Only under such a system can our kind of Company— and your kind of Company — exist.

Along with you, we accept any challenge to prove our *right* to exist.

Along with you, we think that all of us who believe in free enterprise can best serve our country as well as ourselves by doing with might and main the things we best know how to do.

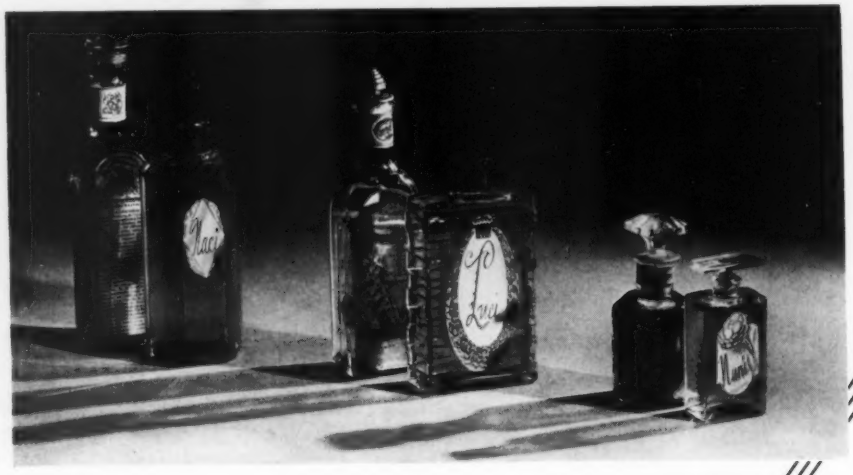
Along with you, we're ready to prove again that our American way of doing any job is — and always will be — the *best* way!

W. C. Ritchie AND COMPANY

8845 BALTIMORE AVENUE • CHICAGO

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

NEW YORK DETROIT LOS ANGELES ST. LOUIS MINNEAPOLIS DENVER MIAMI



GARDENIA---4735

GARDENIA---4324

LAVENDER---3516

LILAC SWEET SCH. & CO.

LILADOR---4610

LILY OF THE VALLEY---3713

LILY OF THE VALLEY---3540

LILY OF THE VALLEY
S 3565

NEROLI SCH. & CO.

NEROLI SCH. & CO.---300

ORANGE BLOSSOM 1014

ORANGE FLOWER TERPENELESS

ROMANIS K---1190

RUSSIAN LEATHER FKW---4120

ROSE OTTO LIQ. OR CRYST. SCH. & CO.

SCHIMMEL & COMPANY, INC.

601 WEST 26TH STREET, NEW YORK, N. Y.

CHICAGO CINCINNATI CLEVELAND LOS ANGELES MINNEAPOLIS NEW ORLEANS ST. LOUIS

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the American Perfumer
and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

EST. 1906

WILLIAM LAMBERT
Editor

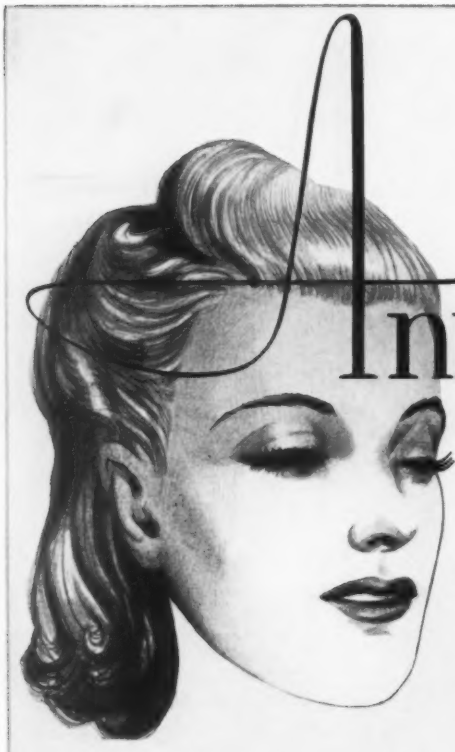
MAISON G. DENAVARRE, PH.C., B.S.
Technical Editor

CONTENTS · OCTOBER 1940

MERCHANDISING

TECHNICAL

REGULAR FEATURES



Announcing ARLEX*

(ATLAS COMMERCIAL SORBITOL SOLUTION)

A New Contribution *by Chemical Science* to the Fine Art of Cosmetics

Atlas Research presents ARLEX, a new chemical product whose use promises new glamor and greater cosmetic values for modern women and manufacturers alike.

Atlas Arlex, an important step forward in emollient and humectant action, adds to creams and lotions a rich quality of "cosmetic elegance"—that quality which makes women *buy*.

Atlas Arlex contributes a feeling of fresh cleanliness, smoothness and coolness. It leaves a soft, protective film, increasing the adherence of make-up.

Arlex helps produce fine, smooth emulsions, and improves appearance.

Arlex increases shelf-life.

Arlex is the Atlas commercial Sorbitol Solution, a newly available organic material of domestic vegetable origin. Arlex is economical—it is not a by-product. There is an assured and dependable supply.

Try Arlex under your own conditions. Samples are available.

CHEMICALS ATLAS EXPLOSIVES

Industrial Chemicals Department

ATLAS
POWDER COMPANY
WILMINGTON, DELAWARE

*Reg. U. S. Pat. Off.

LEGAL POINTS CLARIFIED

Selling rights of manufacturers outlined by Hugo Mock

In a careful analysis of the decision of the Federal Trade Commission in the Luxor, Ltd., case, Hugo Mock, counsel for the Toilet Goods Assn., points out that the decision does not alter the right of a manufacturer to choose his customers. The gist of the decision is that concerns handling a particular product in large sizes are entitled to purchase the ten-cent sizes.

In bulletin 231, Mr. Mock says:

It was at one time entirely legitimate for a manufacturer to sell his customers at different prices with differing discounts, and every purchaser bought at the lowest price possible and sold for the highest profit he could obtain. With the Robinson-Patman Act also came the fair trade laws, with the result that both the buying price and the selling price of the article tend to become standardized. In the Luxor case it was recognized that price maintenance was an element in the respondent's merchandising plan. Where fair trade laws exist, it is therefore possible to prevent the cutting of the ten cent price.

Despite the decision in the Luxor case, it is believed that the following rights still remain in the manufacturer:

1. To grant exclusive selling agencies. A cosmetic, or clothing, or hat manufacturer may still recognize any one retailer in a town as his exclusive selling agent.

2. The Luxor decision refers only to particular commodities and not to all of the articles made or sold by a manufacturer. It means simply that the purchaser of one size is entitled to purchase all the sizes of the same commodity, and nothing more. An illustration will make this plain. Our best-known sterling silverware manufacturer also makes a silver polish. This silver polish it sells generally to jewelers, grocers, druggists and others. It is obvious that it is not required to sell its silverware to grocers who may buy its silver polish.

3. A manufacturer still has the right to consider primarily the good will and reputation of the article he sells. He may take into consideration the capacity of his plant and the reputation of his customer. For instance, at the present time in the perfumery field, where there is a shortage of certain raw materials, many of the houses dealing in this field refuse entirely to sell new customers.

4. The offer of cash in advance for the merchandise would not necessarily require a manufacturer to sell the same. The article in question might be sold in combination with other articles, or by merchandising methods which will imperil the good will of the article, thus justifying a refusal to sell.

Where facts are the same decision of FDA is binding on FTC

Where the issues are the same, the Federal Trade Commission is bound by a prior decree of the Food and Drug Administration and vice versa. This controversial point relative to the dual control provided under the Federal Food, Drug and Cosmetic Act and the Wheeler-Lea amendment to the Federal Trade Commission Act was cleared up by the Circuit Court of Appeals.

In analyzing the decision, John S. Hall, counsel for the Flavoring Extract Manufacturers Assn., writes:

The court in its determination, in part, held that "Where the underlying issue in two suits is the same, the adjudication of the issue in the first suit is determinative of the same issue in the second suit * * *. There is privity between officers of the same government so that a judgment in a suit between a party and a representative of the United States is res judicata in relitigation of the same issue between that party and another officer of the government * * *. Where a suit binds the United States, it binds its subordinate officials. * * * The United States may not relitigate the same issue in successive libel proceedings involving different quantities of the same product * * * nor may it relitigate the same issue in any proceeding in which the parties are the same and the product is the same. The rule is 'that a right, question or fact distinctly put in issue and directly determined by a court of competent jurisdiction, as a ground of recovery, cannot be disputed in a subsequent suit between the same parties or their privies; and even if the second suit is for a different cause of action, the right, question or fact once so determined must, as between the same parties or their privies, be taken as conclusively established, so long as the judgment in the first suit remains unmodified.' "

Functioning of the draft law in nutshell form

All men between the ages of 21 and 35 are subject to registration and possible compulsory military training. Sections regarding the functioning of the draft are summarized by the Drug, Chemical & Allied Trades Section of the New York Board of Trade as follows:

1. Registration Day—October 16, 1940 (7 a.m. to 9 p.m.).
2. Registration places—Neighborhood polling precincts.
3. Minimum physical requirements—Height, 5 ft.; Weight, 105 lbs.; Hearing, half normal in both ears; Sight, 20/40 (vision in both eyes).
4. Number of men subject to registration—16,500,000 (est.).
5. Total number to be trained in 5 years—3,400,000 (est.).
6. Rejections—32½ per cent rejections expected for physical defects.
7. First call for draftees—November 15. (No married men will be called in first draft.)
8. Number to be trained annually —900,000 men.

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will give your product

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by CHUIT, NAEF & CIE

VIBRANT as sunshine and pulsating as the infusion of flowering blossoms with the Spring breeze—such is the effect of EXALTOLIDE on your perfume. EXALTOLIDE is the most highly developed, purest and strongest fixative body of a Musk-Ambergris character yet produced.

Perfume extracts, powders of any type, and creams daily are being improved and rounded by its aid, **without change of odor character.** A test will startle you! The value of EXALTOLIDE is priceless—its use economical.

Your Descriptive Booklet Awaits

● *Photograph of Exaltolide crystals indicating the unique physical appearance of the Chuit, Naef product.*

FIRMENICH & CO., IN

135 FIFTH AVENUE, NEW YORK, N

CHICAGO OFFICE, 844 NORTH RUSH STREET

SELLING WITH HYPODERMICS

How Dealers Regard Premiums

Why retailers feel that combination offers and premiums with which they are flooded by manufacturers really hurt their business in the long run . . . Grievances of dealers classified and analyzed

IF manufacturers and distributors of cosmetics, soaps and flavoring extracts could realize how great the protest is from their dealers against premium and combination offers, it might pave the way for decided changes in sales policy.

Reactions of drug and food stores to the constantly increasing stream of premiums and combination offers with which they are flooded were obtained by interviews with the druggists and grocers in New York. All sections of the city, including Brooklyn and Long Island as far as Arverne and Far Rockaway, were covered. Small and large stores and department stores all complained against the injustice brought about by these offers. Such complaints probably are shared by dealers all over the country.

The grievances may be classified as follows:

1. *Too many offers.*

From all sides, these retailers were bombarded with two for one's, penny sales, special premiums and hordes of other offers —all conflicting with each other. It was not uncommon, they said, to find all shaving creams or toothpowders offering special packages at the same time. Don't think that only the independent is howling. Listen to what this manager of one of New York's largest drug chains has to say.

"I could say plenty against manufacturers and premium and combination offers, but my main grievance is the number of offers that are thrown at us. How does the manufacturer think we're going to keep track of these offers? Let me give you an example. A few months ago we had more than five different combination and premium offers in one group of products alone. Then, before we could get them straight, one manufacturer got a bright notion and sent in a few new ones. My clerks finally gave up and instead of making any real effort to push the products, they allowed the customer to pick out whatever he wanted. The manufacturer should realize that a drug clerk has a few thousand items to keep in mind and it becomes almost impossible to do justice to any one product when so many different types of offers come in at one time."

"DEALED" TO DEATH

And from the executive offices of still another New York chain, we find these remarks.

"We're being 'dealed' to death with premiums and combination offers. We do not try to push these offers over products that have no offer, although we do give them advertising and display space. However, we would much rather have these products sold at regular prices and on their own merits. Premiums are a nuisance and give us one big headache."

2. *The combination and premium offers "kill" the sale of the original item.*

From a drug retailer, in the Flatbush section of Brooklyn, we received this complaint. "The combination offer kills the sale of the original item. Let us say, for example, that a company offers two bottles of antiseptic at a combination price of 40c. (One bottle at the regular price costs 39c.). The customer naturally figures that the price of one bottle should be 20c. When the com-

Here are a half dozen retail druggists and verbatim quotations of their views on premiums and combinations deals. Showing serious resistance to these sales hypos, now in heavy use, they express the position of a large majority contacted in this survey.

"When the combination offer—two for 40c—is discontinued, and the price goes back to 39c per bottle, the customer usually switches to some other product because he feels he is being overcharged."

Mr. B. G.
1016 Flatbush Ave.
Brooklyn, N. Y.

"A premium offer of a hair brush with a hair tonic naturally takes away sales from the line of brushes that I stock."

Manager, Charles Goldwin Drug Co.
21 Hanover Place, Brooklyn, N. Y.

"The combination and premium don't lure enough extra customers to make any difference in the profit on a 'special' offer or on the regular item."

Mr. S. D., Delancey Drug, Inc.
125 Delancey St., New York, N. Y.

bination offer is discontinued and the price goes back to 39c. per bottle, the customer usually switches to some other product because he feels he is being overcharged on the item.

3. *Premiums conflict with other stock items.*

Quite frequently, manufacturers will feature, as a premium, an item that the retailer keeps in stock and sells separately. In downtown Brooklyn, a druggist gave us this concrete example.

"A well-known hair tonic is currently featuring a premium offer which includes a hair brush with the purchase of each bottle of the product. I stock various kinds of brushes and combs. An offer such as this naturally takes away sales from the brushes. If I didn't stock the combination, I would be losing sales on the hair tonic. If I do carry it—I lose sales and profits on the brushes. Either way, I get stuck."

4. *Combinations decrease store traffic.*

"I've found," says a retailer on Fulton Street, "that if a customer buys a combination offer, he stays out of the store twice as long and naturally this prevents me from increasing store traffic and causes a loss of sales on this and other items." Virtually all questioned backed up this statement, saying loss of traffic was a leading evil resulting from premiums and deals.

5. *Loss of customers.*

We found several retailers particularly vehement in their accusations against the manufacturer and seemed to appreciate the opportunity to get the whole matter off their chests. "The manufacturer," one said, "doesn't seem to think of the retailer at all. I've seen some of my customers walk out to buy at another store if we should not happen to stock a combination offer at the time or if the offer has been discontinued but still being stocked by a competitor."

A VICIOUS CYCLE

And from still another retailer, on this same topic we hear this comment. "Sometimes a competitor happens to overstock on some combination offer. Well, as soon as we run out of it, many of our customers will go down the block and buy from a competing store. Naturally, we have to try to take advantage of these offers and stock as much as possible. Then, you get back to the old complaint, that the regular stock is tied up. It's just one vicious cycle."

6. *Combinations confuse customers on price.*

In the Brooklyn Heights section, a drug retailer gave his views on this point. "I feel that it would help both me and the manufacturer if more energy were spent in advertising the merits of the product instead of always offering two-for-one or dangling fancy premiums in front of the customer's eye. A combination offer certainly doesn't promote repeat sales for a product. Several of my customers have asked for a repeat on a combination offer and then when they found it had been discontinued, they bought a competing product. They feel that they're being cheated if I ask them to pay the same price for one package that they had paid before for two."

7. *Combinations tie up regular stock.*

Says a Manhattan druggist:

"I've seen some of my customers walk out to buy at another store if we should not happen to stock a combination offer at the time or if the offer has been discontinued but is still being stocked by a competitor."

Mr. R. L.
212 Broome St.
New York, N. Y.

"I've found that if a customer buys a combination offer, he stays out of the store twice as long and naturally this prevents me from increasing store traffic."

One of two co-managers
Landres Drug Store
717 Fulton St.
Brooklyn, N. Y.

"Why, I've got some stuff in the back of my store that's been there for more than a year. As soon as a combination offer comes out, I have to tie up my regular stock and feature this offer."

One of three co-managers
P. and S. Pharmacy
1216 Flatbush Ave.
Brooklyn, N. Y.

PHOTOS BY HARVEY SNYDER

"If the manufacturer wants to promote a quicker turnover, why doesn't he lower the price slightly rather than make us stock up on combinations and then let the old regular stock rot in the back room? You know, we have quite a bit of capital tied up in this stock and it certainly doesn't promote our relations with the manufacturer if he doesn't give us a chance to get it moving."

This is probably Number One complaint among the small business men. They take you into the back room and disgustedly point at row upon row of regular stock—idle because of combination offers and other hypodermic helps.

CUSTOMER BRIBES

How long does this stock remain idle? Listen to what this Flatbush druggist says. "The manufacturer is running straight into trouble and soon he won't be able to sell anything unless he bribes the customer with a premium or a combination offer. He gradually lowers the price of his product by giving two-for-one and then tries to change back to one for the price of two. It just can't be done. Why, I've got some stuff in the back of my store that's been there for over a year."

8. *No greater profit on combination offers.*

To realize a profit that stands up, the retailer must sell an enormous quantity of these combination or premium offers. In other words, on a profit basis, the entire question is based on quick and large turnover. Where does this leave the small independent—the backbone of all business. "Way out in the cold," according to one lower East Side proprietor. "We make a 9c. profit on an item. In most cases, the combination offer will only yield a 9c. profit, too. So, we get the same profit for two as we do for one and the customer stays out of the store twice as long. Sure, the salesman tells me I can make a big profit because the offer will sell better than the regular product. But, I've found that a combination doesn't lure enough extra customers to make any difference."

Keep in mind that these complaints were the major ones. From a questionnaire, presented to the retailers interviewed, we gathered more detailed data—facts which show a definite trend on retailer opinion. The results of the survey—broken down into food and drug stores—are presented in the accompanying table.

On only one question, number 6, do we find a difference in opinion between food and drug stores. The drug retailers answered 66 per cent "yes" and 34 per cent "no" on the question, "Does the manufacturer or distributor follow up these offers too closely?" Food stores, on the other hand, cast an opposite vote: 37.5 per cent "yes"; 62.5 per cent "no."

This can be explained by the fact that drug stores have so many more combinations and premium offers than food stores, and they naturally are overcrowded. Whereas a grocery store might be offering two or even three premiums at one time, it is not uncommon to find the drug retailer carrying 10 or 15 special offers.

On all other questions, the proportion of "yes" and "no" answers, in both the drug and food fields, were almost identical. All pointed to a definite dislike of "hypodermic offers."

An almost 100 per cent answer

of "no" or "the same" to question number 2 should indicate to manufacturers reasons why small retailers do not attempt to push special offers. Only two stores stated they received a larger profit on combination offers than on regular products. This reverts back to complaint number 8. A greater profit will result only in very large drug or food stores that depend on a huge turnover and to some extent transient customers. However, they certainly don't account for any reasonable amount of the total sales. Question 3, thus, almost automatically receives a majority "no" answer.

PREMIUM COLLECTORS

Then, from question 4, we find proof that the special offer is just a one-time "shot in the arm" and in two-thirds of the cases does not produce repeat sales. The housewife evidently isn't buying your product because "it washes cleaner and keeps the hands smooth and lovely," but only for the salad bowl or teaspoon that goes with the package. Thus, you have not gained a new and regular customer—only a premium collector. On your next offer, perhaps she'll buy your product again. Perhaps not.

Question 5 needs a bit of an explanation. Under the drug store figures, you will note that 47 per cent declared that they try to overstock on combination offers. Suppose we let a Flatbush retailer answer this one. "We try to overstock on combination offers so that we can give the customer something he cannot get at a competing store that has run out of the offer. Naturally, this often operates against us if our competitor catches us shorthanded. Then, too, after the offer has been withdrawn and we have some on hand, we break the combination and sell each piece separately. We know it's not allowed, but we can't make more profit on the offer than on the single regular product and since our volume does not make for quick turnover, we turn to this method. It's an evil, but the manufacturer has forced it on us."

If you think you can influence buyers of one brand to switch to your brand by offering a premium or a combination, you're barking up the wrong tree. Questions 9 and 10 show [*continued on p. 102*]

QUESTIONNAIRE AND STATISTICS ON PREMIUM AND COMBINATION OFFER SURVEY—DRUG AND FOOD STORES

1 Do premium offers and combination offers sell better than products without a "hypodermic help"?

Drug	*Food*
Yes—28—87%	Yes—15—79%
No—3—9.5%	No—1—5%
Don't know—1—3.5%	Don't know—3—16%

2 Do premium and combination offers give a greater profit than products without a "hypodermic help"?

Yes—1—3.5%	Yes—1—5.5%
No—27—84%	No—8—42%
Same—4—12.5%	Same—10—52.5%

3 Do you push the premium and combination offers over products that have no offer?

Yes—10—31%	Yes—7—37.5%
No—19—59.5%	No—9—46.5%
No answer—3—9.5%	No answer—3—16%

4 Are your repeat sales greater on premium and combination offers than on products that have no offers?

Yes—11—34.5%	Yes—7—37.5%
No—19—59.5%	No—12—62.5%
Don't know—3—9.5%	

5 Do you find yourself overstocked with these offers after they have been discontinued?

Yes—10—31%	Yes—6—32%
No—7—22%	No—13—68%
Try to stock up—15—47%	

6 Does the manufacturer follow-up these offers too closely?

Yes—21—66%	Yes—7—37.5%
No—11—34%	No—12—62.5%

7 Do the sales of the product drop markedly after the offer has been discontinued?

Yes—11—34%	Yes—9—47%
No—21—66%	No—10—53%

8 Do you feel that the premium offers should be directly connected with the product (such as cream jars for evaporated milk) or would an offer such as shears for cereal coupons be more acceptable?

Directly—17—60%	Directly—15—80%
Indirectly—2—6%	Indirectly—3—15%
Doesn't care—13—34%	Doesn't care—1—5%

9 Do your regular customers stray from their usual brand if a premium or combination offer is given with a competing product?

Yes—9—28%	Yes—8—43%
No—21—66%	No—10—52%
No answer—2—6%	No answer—1—5%

10 Do you attempt to sell a product that offers a premium to a customer who usually buys one brand regularly?

No—28—87.5%	No—18—95%
No answer—4—12.5%	No answer—1—5%

11 Do you receive complete cooperation from the manufacturer on these offers?

Yes—28—75%	Yes—13—68.5%
No—5—15.5%	No—6—31.5%
No answer—3—9.5%	

12 Do you believe that the premium should come from the manufacturer or from the retailer with the purchase of the product?

Mfr.—14—43.7%	Mfr.—6—31.5%
Doesn't care—18—56.3%	Retailer—13—68.5%

13 How many of the same combination offers, in the same product group, do you get during one period?

Too many—32—100%	Too many—19—100%

Note: Opinion of the 51 druggists and grocers listed above are naturally not offered as any kind of scientific sample. But we believe that the heavy one-sidedness of their views present an important consideration for advertising and sales managers.

Village market scene in the star anise producing regions of Tonkin, French Indo-China; natives have more confidence in their small stocks of oil as wealth than in paper money

THE PROPERTIES OF OIL OF STAR ANISE

Concluding part of a survey on the production, chemical constitution and analysis of oil of star anise . . . French Indo-China and Chinese Star anise oil compared

by DR. ERNEST GUENTHER, *Chief Research Chemist, Fritzsche Brothers, Inc., New York, N. Y.*

THE best criterion of the quality of star anise oil is its congealing point which, in turn, is a function of the anethol content. The higher the congealing point, the better the oil. The congealing point of pure fruit oils ranges from 16° to 18° C. and even higher. Star anise leaf oil is the most frequent adulterant of star anise oil, the congealing point of the former being only about 13° C. It is very difficult to find on the market commercial lots of star anise oil with a congealing point of 18° C. because such lots are usually employed by the dealers and exporters for bulking with lower grade lots in order to increase their congealing points. Such lower grade lots, in turn, consist of mixtures made by the Chinese distillers, field brokers and intermediaries of fruit oils and leaf oils. The quality of star anise oil is, therefore, judged mainly by the congealing point.

18° C.	Oils of highest quality
17° C.	Oils of very good quality
16° C.	Oils of good quality
15° C.	Lowest acceptable limit
Below 15° C.	Not acceptable

Since star anise leaf oil is slightly more dextrorotating than the fruit oil, it is sometimes possible to draw conclusions from the rotation of a sample in regard to the presence of leaf oil.

Kerosene is another frequent adulterant used lately by Chinese distillers and intermediaries. Its presence is indicated by a lower congealing point and especially by a lower specific gravity and inferior solubility. It is advisable, therefore, to analyze the oils not only according to congealing point but also according to gravity and solubility. A definite identification of kerosene is possible by fractionating the oil and treating the fraction suspected by a kerosene odor with concentrated sulfuric acid or fuming nitric acid until the essential oil is completely destroyed. The remaining kerosene can be identified by the refractive index.

Oils which have been much exposed to air, either through storage in half-filled bottles or through repeated reliquification, lose their capacity to congeal because of partial transformation of the anethol into anisic aldehyde and anisic acid. The same is true of very old oils.

The oils we imported during the last few years showed the following limits:

Natives, usually children, climb the trees to harvest fruit

Specific Gravity @ 25° C.:	0.980 to 0.985
Optical Rotation @ 25° C.:	−0°34′ to +0°34′ (Laevo-rotation was observed only in a very few cases, the majority of oils showing a rotation varying from +0°2′ to +0°34′.)
Refractive Index @ 20° C.:	1.5540 to 1.5578
Solubility @ 25° C.:	Soluble in 1 to 2.5 volumes of 90% alcohol and more
Congealing Point:	+15.2° C. to +17.6° C.

Studying methods of distillation of star anise oil in Tonkin, the writer took a sample from a typical Chinese field still near Langson, making sure that the distillation material consisted exclusively of fruit. The sample showed the following limits:

Specific Gravity @ 25° C.:	0.984
Optical Rotation @ 25° C.:	+0°12′
Refractive Index @ 20° C.:	1.5572
Solubility @ 25° C.:	Soluble in 1.5 volumes and more of 90% alcohol
Congealing Point:	18.2° C.

Odor and flavor of the oil were excellent; the sample had a clean and full anise note, finer than the usual commercial lots. The congealing point was very high, proving a very good quality of oil.

The congealing point is determined according to the methods described in the United States Pharmacopoeia. It should not be below 15° C. The higher the congealing point, the higher the content of anethol in the oil and the higher the quality of the oil. Oils with a congealing point of about +18° C. contain almost 90 per cent anethol, the congealing point of pure anethol being 20 to 21° C.

VARIANCE IN SPECIFIC GRAVITY

The specific gravity at 20° C., according to Gildemeister and Hoffmann,[1] varies from 0.980 to 0.990. The USP XI specifies 0.978 to 0.988 at 25° C., but it should be remembered that the USP classifies as "anise oil" (Oleum anisi) not only the oil distilled from *Illicium verum* but also the oil distilled from the fruit of *Pimpinella Anisum* Linné (Fam. *Umbelliferae*).

The refractive index at 20° C., according to Gildemeister and Hoffmann,[2] varies from 1.553 to 1.557. According to the USP XI, it ranges from 1.5530 to 1.5600.

The United States Pharmacopoeia specifies an optical rotation from −2° to +1°. Gildemeister and Hoffmann[3] indicate −2° to +0°36′ and are inclined to believe that dextro-rotation is caused by the presence of leaf oil. According to our experience, the oils produced during the last few years usually show slight dextro-rotation and only in exceptional cases laevo-rotation. The above mentioned sample which was distilled under the writer's supervision from fruit exclusively also shows slight dextro-rotation.

The oil should be clearly soluble in 1.5 to 3 volumes and more of 90 per cent alcohol. Pure oils remain clear in 3 volumes of 90 per cent alcohol and with the addition of alcohol. Oils containing kerosene or petroleum become more or less turbid and, after prolonged standing, the kerosene separates in the form of droplets. The USP specifies that the oil be soluble with not more than a slight cloudiness in three volumes of 90 per cent alcohol, by volume.

The USP furthermore requires the absence of heavy metals, as tested according to the usual method of the Pharmacopoeia.

CHEMICAL CONSTITUTION OF OIL OF STAR ANISE

The chemistry of oil of star anise has been fully described in Gildemeister and Hoffmann's classical work[4] and, therefore, it is sufficient to enumerate here the constituents found thus far.

The main constituent is anethol. Since by mere freezing out, 85 to 90 per cent of pure anethol can be obtained from a genuine oil, it is quite likely that the actual content of anethol is still higher.

Aside from anethol, there occur in the oil about 10 to 15 per cent of other constituents:

1. d-α-pinene

[1] *Die Atherischen Ole*, Third Ed., Vol. II, 568.
[2] *Ibid*
[3] *Ibid.*
[4] *Loc. cit.*

2. Some terpenes not yet identified boiling between 163 and 168° C.
   $^{D}15°$ C: 0.8551
   αD: +14°7′
   $^{n}D20°C$: 1.47343
3. phellandrenes—
   l-α-phellandrene
   l-β-phellandrene
   d-β-phellandrene
4. p-cymol
5. cineol
6. dipentene
7. l-limonene
8. α-terpineol
9. methyl-chavicol
10. hydroquinone ethyl ether
11. safrol
12. anisic ketone, $C_6H_4 \begin{cases} OCH_3 \\ CH_2.CO.CH_3 \end{cases}$
13. a sesquiterpene, α_D-5°
14. Anisic aldehyde and anisic acid are products of oxidation and are formed in the oil by aging and exposure to air.

DIFFERENCE BETWEEN ANISE OILS

Speaking in general, the quality of the French Indo-China star anise oil, as well as that of the oil produced in China along the border of French Indo-China, is usually higher than that of the oil distilled in the interior of Kwangsi, China. In these regions the distillers, it seems, use mainly fruit material for distillation. On the other hand, the Kwangsi oils are frequently inferior; their lower congealing point is due to the fact that the Kwangsi distillers frequently distill leaves together with the fruit. The congealing point of the Tonkin (French Indo-China) oils ranges from 15.5 to 18° C., with an average of 16° C. The Kwangsi (China) oils have an average congealing point of about 15.5° C. and lower. There exist Kwangsi oils with congealing points of 14° and even 13° C., but the exporters refuse such lots which are used mainly by the Chinese intermediaries for bulking with oils of higher congealing points.

LOCAL TRADING AND EXPORT

The small lots of star anise oil produced by the native distillers are sold directly or through field brokers to the buying agents in the nearest trading centers. Frequently the oils pass through many hands before they reach the great star anise oil centers—Langson (French Indo-China), Long Tcheou and Nanning in the Province of Kwangsi (China). All the craftiness of oriental business mentality comes into play in this trading between producers, field brokers and local merchants and, although the cost of oil production is practically nil, the producers are surprisingly well informed about the market price of the oil which changes almost daily, sometimes several times a day. Langson has a star anise oil market every fifth day; other villages have markets every second day. The distillers or field brokers come to these villages,

Nurseries of star anise, near Langson, French Indo-China, belonging to A. Chiris Co., only European-owned plantation

carrying across their shoulders poles from the ends of which hang small vessels filled with oil. Whenever they cannot obtain the price to which they feel entitled, they simply store their oil until the market improves. Thus, the small stocks of star anise oil comprise the natives' wealth in which they have more confidence than in paper money.

Markets are very primitive but highly sensitive, influenced by all kinds of rumors and ruses. European shippers are represented in the large markets of Langson, Long Tcheou and Nanning by their own buying agents, usually Chinese compradors who have for centuries been indispensable in dealing with the Chinese small producers.

Naturally, the passing of the oil through so many hands facilitates all kinds of adulteration with kerosene and fatty oils, aside, of course, from the addition of oils distilled from star anise leaves. The Chinese producers and field brokers have no means of analyzing the oils. Lack of ice in these remote regions excludes the possibility of determining the congealing point. Yet, the Chinese are extremely adroit at judging the quality of an oil by simply shaking a sample and observing the formation of bubbles and their disappearance or by pouring a small quantity of oil from a certain height into a larger quantity of oil. It is quite amazing to see how quickly and efficiently a Chinese expert can evaluate a lot. The buying agents in the large trading centers bulk the many small lots and ship the larger lots to their principals in the ports of Haiphong in French Indo-China or Canton and Hongkong in China. There each exporter usually bulks the various lots into one large standard lot of 15.5° C. congealing point. The lowest congealing point accepted by the trade is 15° but for safety's sake the exporters standardize the oil at 15.5°. Most exporters are not expert and do not specialize in the handling of essential oils, and to them star anise oil is just another of the many products of the country in which they deal. Some have in their warehouses one large tank filled with standardized star anise oil, and the quantities drawn from this tank for filling orders are replaced with small lots arriving from inland. The exporters can make

Shipping oils by river junks is inexpensive but Sino-Japanese war has eliminated river transport to Canton, Hongkong

simple, routine analyses, such as determination of congealing point, but in case of doubt a sample is submitted to the city analyst.

PROPERTIES OF MOST OILS SOLD ABROAD

Most of the oils sold abroad are of the usual standard quality of about 15.5° C. congealing point, but lots of higher congealing points are obtainable upon specification. This necessitates special arrangements between the exporters and the buying agents in the interior whereby high grade lots are set aside instead of being bulked with lots of lower quality.

In the days prior to the present Sino-Japanese war, the oils produced in French Indo-China were usually shipped to the port of Haiphong and from there mainly to France. Because of their higher quality, these genuine Tonkin oils used to bring somewhat higher prices than the Chinese distilled oil. On the other hand, the oils distilled in the Province of Kwangsi in China proper were usually shipped from the two centers, Long Tcheou and Nanning down the West River to Canton and Hongkong and from there reshipped abroad. The transport by river junks was very inexpensive and this, together with the somewhat lower quality of the Chinese oils, allowed a lower price for Chinese oils.

EFFECT OF SINO-JAPANESE WAR

The Sino-Japanese war changed the picture completely because the river transport to Canton and Hongkong has been entirely cut off. Therefore, much of the oil produced in the interior of Kwangsi, especially that distilled along the border of French Indo-China, was transported across the frontier to Langson and from there by rail to Haiphong. From Haiphong the oils were shipped either directly to Europe and America or by coastal steamer to Hongkong and reshipped from there.

Oil of star anise entering French Indo-China pays an import duty of 16.6 per cent unless it is to be reshipped from there, in which case a transit duty of only 1 per cent is imposed. Some of the export houses in Haiphong have government permission to store these lots for several months in their warehouses before reshipping them. These import and transit duties brought about a considerable amount of smuggling of Chinese star anise oil into French Indo-China and, therefore, the French Indo-Chinese import and export statistics give no true picture of the actual production of the oil in that colony. Neither is it possible today to guarantee that the oils shipped from French Indo-China are actually produced there, many of the bulked lots consisting partly of Chinese oils.

FUTURE OF CHINESE OIL UNSETTLED

How far the picture will change in the near future, no one can predict, as everything depends upon the progress of the Japanese forces along the French Indo-Chinese frontier. Today the Japanese are occupying that part of Kwangsi and, as a result, practically no Chinese star anise oil has been offered lately on the market. The picture might change again in the next few months, if Japan succeeds in reorganizing the economic life of the occupied territory.

As described previously, the producing regions are in the Province of Kwangsi; the most important trading centers are known for their different qualities of oil:

Long Tcheou, nearest to the French Indo-Chinese frontier, is renowned for a good quality of oil. The congealing point of pure oils ranges from 16° to 17° C.

Chun-On and Na-Por produce a medium quality of about 15° C. congealing point.

Po-Seh produces a low grade oil with a congealing point of usually about 15° C.

It is said that the winter season generally gives a better oil, with a congealing point of 16° C. and higher, while the oils distilled in summer have a congealing point lower than 15° C., sometimes as low as 14° C. which is, of course, abnormal. The distillers in Kwangsi use as distillation material fruit and leaves, but these leaves should be green and freshly cut, not fallen leaves. It is claimed that a batch of raw material consists of 10 to 15 per cent of fruit and 85 to 90 per cent leaves. This would confirm the previously described experiments of Mr. Drouet in Langson, according to whom fallen leaves yield oils of very low congealing points while fresh, green leaves give oils of a more normal congealing point. However, in Tonkin the entire star anise production is more advanced; the fresh green leaves are not used because the cutting is very detrimental to the life of the trees.

Some years ago the Kwangsi government established a monopoly for the export of Chinese star anise oil. This syndicate has its seat in Hongkong and controls not only star anise oil but also tin, tea oil, wood oil and a few other native products of the Kwangsi Province. The Kwangsi syndicate obtains the oil through agents and buyers in the interior and finally bulks and standardizes the lots in Wuchow. Of course, this syndicate, too, is at present greatly handicapped by the political situation and the difficulty of transporting products from the interior to Hongkong. Much of the oil was

transported during recent months from the interior across the frontier to French Indo-China and via Haiphong to Hongkong, but with the advance of the Japanese armies this, too, seems to have become impossible.

The European exporters in Hongkong are not quite happy about the existence of this syndicate; they claim that previous to its establishment it was possible to specify and obtain lots of high quality directly from the interior, while now the exporters have to be satisfied with the usual standard quality offered by the Kwangsi syndicate which really controls the Chinese star anise industry. The European export houses in Hongkong furthermore claim that they can give better financial guarantees in the handling of letters of credit and in the settlement of complaints than the Kwangsi government which, because of Japanese pressure, is now in a rather precarious position. Of course, these conditions, too, might change entirely in the present world-wide political upheavals.

The Skin as an Emulsion

HERMAN GOODMAN, M.D., in recent papers and discussions—*Journal of American Medical Assn.*, Sept. 21, 1940, page 1005—has given a new theory as to the cause of irritation of the skin in application of soap for the toilet, household cleanliness, and industrial utilization. Dr. Goodman advances the idea that it is not the soap or the substitute which is at fault. He claims that the skin is at fault. That it is the wrong kind of soil for the soap. The matter is brought into the realm of soap making. The skin is classified as of two major types. The first is the oil-in-water emulsion type. Normal soap is oil-in-water emulsion type. If the person's skin is oil-in-water type and the soap is oil-in-water type, the skin can tolerate the soap emulsion. It should not be forgotten that there are two sub varieties of oil-in-water emulsion soap. One is soluble formed with fatty acid and salts which are univalent, as sodium, potassium and ammonium. The other is the insoluble soap formed with fatty acid and polyvalent salts, as calcium and magnesium. Many persons who can tolerate the soluble oil-in-water emulsion type soap cannot tolerate the insoluble form. The latter is an irritant. The irritation may be caused by the physical character of the insoluble soap, or by its chemical form. The first reason given may be responsible for the lack of confirmative conventional patch tests.

The second type of skin is held to be water-in-oil emulsion type. It does not tolerate the oil-in-water type emulsion soap. Every grandmother knew that. She substituted oil for soap when the child's skin was irritated after soap and water application. Substitution of one oil-in-water emulsion phase soap for another oil-in-water emulsion phase soap does not help the irritated skin. Certain superfatted soaps once were available, which purported to be in effect water-in-oil emulsion type. Many creams offered as a substitute for oil-in-water emulsion type soap are in effect the same soap in cream form. They are oil-in-water emulsions with water rather than partially dehydrated oil-in-water emulsions in soap cake form.

The physician who prescribes for the patient with a skin ailment must also take the phase of the skin into consideration. Dr. Goodman claims that the vehicle may be of greater importance than the active ingredient ordered. If the application to be made to the skin is in the same phase as the skin at the time of application, no further injury is done. A skin in the oil-in-water phase may be helped if the medicated ointment is in the same phase, for example. No damage has been done. But, if it should so happen that the vehicle prescribed is in the opposite phase than the skin at the time of application, further difficulties arise. This is recognized by many physicians. The following example suffices for it is but a repetition of grandmother's advice. Nearly all physicians order the patient to stop the application of soap and water in every case of skin ailment. They are in effect ordering the stoppage of oil-in-water emulsions. To be consistent, the physician should order his medicament in a water-in-oil emulsion type vehicle. Lanolin emulsions are water-in-oil type. The patient who does not do well with lanolin water-in-oil emulsion type vehicles for his skin ailment should be placed on starch water gels or mucilages. These are equivalent to the opposite phase finished emulsions when in contact with the grease of the injured skin surface.

Until now, only trial and error determine whether the skin in health or disease is of the oil-in-water emulsion type; or of the water-in-oil phase. It is by consideration of these factors that Dr. Goodman determines the prescription. The same features determine the availability of cosmetics to the skin of the individual.

"Please wake up—It's Tuesday and Mr. Brown will see you!"

BEAUTY ON THE AIR

Cosmetic and soap network time estimated at $25,000,000 annually, exclusive of talent and production costs . . . What should be considered in radio advertising

by JESSE THOMPSON

SWITCH on your radio any time of the day or night, and the chances are you will tune in a cosmetic or soap program.

For the cosmetic industry is among the largest and most consistent of radio advertisers. Its air shows are scheduled from 9 in the morning to 11 at night. Some of the biggest radio names are on the air for this cream or that toothpaste—Fred Allen, Guy Lombardo, Bob Hope, Walter Winchell, George Burns, Gracie Allen. And the industry is the only one to have given a name to a type of program—"the soap opera."

NETWORK TIME ALONE COSTS $25,000,000

Cosmetic and soap manufacturers currently sponsor over 80 separate programs on the networks, to say nothing of the hundreds of local programs and spot announcements throughout the country. In 1940, they will spend for network time alone, exclusive of talent and program production costs, an estimated $25,000,000. This figure is an extension of the statistics covering the first half of 1940, which are summarized by types of products in Table I.

How is this tremendous advertising activity conducted? Who are the advertisers? What types of programs do they air? How often do they broadcast? What days of the week? What hours of the day? And with what results?

This article attempts to answer these questions, to give a comprehensive yet concise picture of one of the industry's most important activities.

Table II is a list of the cosmetic and soap network programs. It tabulates the shows over a six-month period (January to June, 1940) in preference to taking the situation on any specific date. This was done to get an over-all view and to note the changes which normally occur. The study discloses that changes were made in 20 of the programs—in time, type of entertainment, network or number of stations. Also, a number of the programs were not active throughout the entire period.

Of the 81 shows studied, 41 are on the air five times a week, Monday through Friday; four are three times a week and three are twice a week programs, running variously from Monday to Friday. The remaining 33 are weekly programs. Ten of these are aired on Sunday, six are Friday evening shows; Tuesday is preferred by five advertisers, while the other four days of the week claim three shows each. Table III gives these data in detail.

FREQUENCY AND TIME OF PROGRAMS

In the same tabulation will be found also the time of day when these programs are broadcast. It is significant that the five-a-week programs are daytime shows, with the first one on at 9 a.m. and the last completed by 5.30 p.m. The peak hour is between 10 and 11, when no less than 14 shows are on; the hours of next heaviest traffic are from 11 to 12 and from 1 to 2 p.m. In sharp contrast to this are the times selected for the weekly shows. These are all evening programs (except three on Sunday afternoon), with 22, or exactly two-thirds, concentrated in the two-hour period between 8 and 10 p.m.

The 81 programs, at the peak of their activity, totaled 256 separate broadcasts per week. The changes to which we have referred do not materially alter this figure which is distributed, by days of the week as follows:

Monday	47 broadcasts
Tuesday	50
Wednesday	48
Thursday	48
Friday	50
Saturday	3
Sunday	10

On the important subject of the type of product advertised in the different periods of the day, a

Walter Winchell airs his weekly quota of Winchellian "odd news, exclusive news" for Jergens lotion and new face cream

Photo courtesy National Broadcasting Co.

study of Table II reveals these illuminating facts:

1. With few exceptions laundry soap programs are aired in the morning or early afternoon, experience having shown these to be the best times.
2. More than half the programs for toothpastes and powders are on after 7 p.m., with the balance spread throughout the day.
3. As for toilet soaps, creams, hand lotions and shampoos, their programs come very largely in the evening, with but few during the daylight hours.

LENGTH OF PROGRAMS

All 41 of the five-a-week programs as well as the two and three times a week shows are quarter hours. The weekly programs run mostly to half hours, there being 27 of these. Only four are quarter hours and two are outstanding: full hour programs—Fred Allen for Ipana and the Lux Radio Theater of the Air.

What factors determine the length of programs? Where are they spotted in the cycle of one day's broadcasting? And why?

The figures disclose that the quarter-hour programs are almost invariably on in the day—45 out of 52. The length and timing of these programs are fixed by many considerations, including: the product being advertised, the make-up of the audience, the leisure to listen at any given hour, the type of program and the appropriation.

As we have seen, most daytime programs are devoted to laundry soap, some to toothpastes and a few to toilet soaps, face creams and shampoos. This stems from the fact that the daytime audience is composed predominantly of women. Quarter-hours have been found the most suitable length—not too long a period for a woman to be sidetracked from her household duties.

The half-hour programs, because of their greater length and cost, are put on in the evening when more sets are tuned in and a larger audience provided; the exceptions are the three on Sunday afternoon. And the two full-hour programs are aired from 9 to 10 p.m. in both cases—on Mondays and Wednesdays.

TYPES OF PROGRAMS

As already indicated, there are 45 quarter-hour programs on during the day. What type of programs are they? The limit on length plus the need to command an interested following has developed the so-called "soap opera" type of program which is the type employed on all of the daytime quarter-hours.

These "soap operas," as their individual titles suggest and as their followers well know, are fifteen-minute instalments (less time out for commercials) of serial stories about everyday people in all walks of life—about their troubles and triumphs, sorrows and happiness, courtships, marriages, mortgages.

"The Goldbergs," "Myrt and Marge," "John's Other Wife," "Midstream" are only a few that have become household words. Other titles indicate further the vast range: "Painted Dreams," "Road of Life," "The Man I Married," "Orphans of Divorce."

The big advantage of the serial is that it builds a following, a daily audience keenly interested in what is going to happen next—for, of course, each instalment ends on a note of suspense.

The seven quarter-hour programs which are on in the evening—when audiences are larger and include men—are wider in appeal. They include news and comments, like Winchell's Jergens Journal, sports reviews and Jimmy Fidler's Hollywood gossip.

Half-hour programs, with more time for a self-contained show, are naturally greater in variety and range. Five main types are employed by the cosmetic and soap industry.

First is the novelty, audience-participation show, exemplified by Fel's "Hobby Lobby," Colgate Dental Cream's "Ask-It Basket" and "Strange As It Seems."

The quiz program is another favorite type—"True or False" for Williams Shave Cream, Teel's "Professor Quiz," Rinso's "Uncle Jim's Question Bee" and Oxydol's "What My Name?" are examples.

Dramatic and human interests programs make up another large group, well represented by "Grand Central Station" for Listerine, "Grand Hotel" for

Ed East, master of ceremonies for Ask-It Basket, spends an hour or so each evening puzzling over questions and answers submitted by listeners. He is a veteran in radio, having been on the air 14 years. He ran away at 15 to join a carnival and subsequently became a comedian, writer and composer.

Photo courtesy Columbia Broadcasting Co.

Campana, "Manhattan Merry-go-Round" for Dr. Lyons Tooth Powder.

Still another type is the dance program featuring an important name band, such as Guy Lombardo (Lady Esther), Wayne King (Cashmere Bouquet), Anson Weeks (Chamberlain hand lotion).

Then, of course, there are the top names in the radio entertainment world, with highly individual shows, for example: Fred Allen with his hour program for Ipana, Bob Hope for Pepsodent and Burns & Allen for Hind's Honey and Almond Cream.

SALES RESULTS

This, then is the picture of how the cosmetic and soap industry uses radio. One question remains to be answered: What are the results? Case histories remain the best way to tell this part of the story and next month we will present several of these case studies in which we hope to bring out not only the results but the specific methods which produced them.

TABLE I

EXPENDITURES FOR RADIO TIME BY THE COSMETIC AND SOAP INDUSTRY

(81 Network Programs: Jan.-June, 1940)

Cosmetics, lotions, etc.	13	programs	$ 1,678,000
Dentifrices	17	"	2,952,000
Laundry soaps	22	"	4,006,000
Toilet soaps, shampoos, shave creams	29	"	3,875,000
			$12,511,000

Photo courtesy Columbia Broadcasting Co.

Marge of "Myrt and Marge" and a radio serial boy friend

TABLE II

RADIO PROGRAMS OF THE COSMETIC INDUSTRY

(Network Programs: Jan.-June, 1940)

American Home Prod.

E. W. Hopper cosmetics — **Helen Trent**—Mon., Tues., Wed., 12:30-12:45 p.m.

Louis Philippe — **Helen Trent** — Thurs., Fri., 12:30-12:45 p.m.

Kolynos — **John's Other Wife**—Mon. to Fri., 10:15-10:30 a.m., Jan. to Mar.; 3:30-3:45 p.m., Mar. to June

Mr. Keen, Tracer of Lost Persons—Tues., Wed., Thurs., 7:15-7:30 p.m.

Bathasweet Corp.

Bathasweet preps — **Bob Garred—News**—Tues., Thurs., 7:30-7:45 p.m.

Bristol Myers

Ipana — **Fred Allen**—Wed., 9-10 p.m.

Vitalis — **Mr. District Attorney**—Thurs., 8-8:30 p.m.

Campana Sales

Dreskin, DDD, etc. — **Grand Hotel**—Sun., 1:30-2 p.m.

First Nighters—Fri., 9:30-10 p.m.

Chamberlain

Hand lotion — **Anson Weeks**—Sun., 2:30-3 p.m.

Lovely Lady—Sun., 7-7:30 p.m.

Colgate-Palmolive-Peet

Cashmere Bouquet — **Wayne King's Orch.**—Sat., 8:30-9 p.m.

Cue dentifrice — **Gang Busters**—Sat., 8-8:30 p.m.

Dental cream — **Ask-It Basket**—Thurs., 8-8:30 p.m.

Palmolive soap — **Hilltop House**—Mon. to Fri., 10:30-10:45 a.m.

Colgate shave cream — **Strange As It Seems**—Thurs., 8:30-9 p.m.

Sports Newsreel—Sun., 9:45-10 p.m.

Tooth powder — **Stepmother**—Mon. to Fri., 10:45-11 a.m.

Octagon soap — **Woman of Courage**—Mon. to Fri., 9-9:15 a.m.

Super Suds — **Myrt and Marge** — Mon. to Fri., 10:15-10:30 a.m.

Ellen Randolph—Mon. to Fri., 1:15-1:30 p.m., Jan. to Mar.; 10:30-10:45 a.m., Mar. to June.

Fels & Co.

Fels naptha soap — **Hobby Lobby**—Sun., 5-5:30 p.m.

Fitch Co.

Shampoo — **Fitch Bandwagon**—Sun., 7:30-8 p.m.

Jergens, Andrew Co.

Hand lotion — **Jergens Journal**—Sun., 9-9:15 p.m.

Woodbury cosmetics — **Hollywood Playhouse**—Wed., 8-8:30 p.m.

Woodbury soaps — **Parker Family**—Sun., 9:15-9:30 p.m.

Lady Esther

Cosmetics — **Guy Lombardo**—Mon., 10-10:30 p.m.

Lady Esther Serenade—Fri., 10-10:30 p.m.

Lehn & Fink

Hind's Honey and Almond Cream — **Burns and Allen**—Wed., 7:30-8 p.m.

Lever Bros.

Lux toilet soap ..... **Radio Theater of the Air**—Mon., 9-10 p.m.

Rinso ..... **Big Town**—Tues., 8-8:30 p.m.
Uncle Jim's Question Bee—Tues., 8-8:30 p.m., program change
Big Sister—Mon. to Fri., 11:30-11:45 a.m.

Lambert Pharmacal Co.

Listerine antiseptic ..... **Grand Central Station**—Fri., 9:30-10 p.m.

Mennen Co.

Shave cream ..... **Quixie Doddle Contest**—Fri., 8-8:30 p.m.

Toilet articles ..... **Bob Garred—News**—Mon., Wed., Fri., 7:30-7:45 p.m.

Manhattan Soap

Sweetheart soap ..... **Jack Berch & Boys**—Mon., Wed., Fri., 11:30-11:45 a.m.
Eleanor Roosevelt—Tues., Thurs., 1:15-1:30 p.m.

Pepsodent Co.

Toothpaste and powder ... **Bob Hope**—Tues., 10-10:30 p.m.

Toothpaste ..... **Mr. District Attorney**—Sun., 7:30-8p.m.

Procter & Gamble Co.

Camay toilet soap ..... **Pepper Young's Family**—Mon. to Fri., 3:30-3.45 p.m., and 10:45-11 a.m.—different networks
Woman in White—Mon. to Fri., 12-12:15 p.m.

Chipso ..... **Manhattan Mothers**—Mon. to Fri., 4.30-4:45 p.m.
Road to Life—Mon. to Fri., 11:15-11:30 a.m., and 1:45-2 p.m.—different networks
Painted Dreams—Mon. to Fri., 10-10:15 a.m.

Dreft ..... **Kitty Keene**—Mon. to Fri., 5:15-5:30 p.m.
Long Journey—Mon. to Fri., 11:15-11:30 a.m.

Drene ..... **Jimmy Fidler**—Tues., 7:15-7:30 p.m.
Road to Life—Mon. to Fri., 11:15-11:30 a.m.
Midstream—Mon. to Fri., 10:15-10:30 a.m., and 10:45-11 a.m.—different networks

Ivory flakes ..... **Mary Marlin**—Mon. to Fri., 10:30-10:45 a.m., and 3-3:15 p.m.—different networks

Ivory soap ..... **Life Can Be Beautiful**—Mon. to Fri., 1:15-1:30 p.m.
The O'Neills—Mon. to Fri., 5:45-6 p.m., and 12:15-12:30 p.m.—different time zones
Truth or Consequences—Sat., 9:45-10:15 p.m.
Against the Storm—Mon. to Fri., 11:30-11.45 a.m.
Houseboat Hannah—Mon. to Fri., 5:15-5:30 p.m.

Lava soap ..... **Houseboat Hannah**—Mon. to Fri., 10:15-10:30 a.m.

Oxydol ..... **Road to Life**—Mon. to Fri., 1:45-2 p.m.
The Goldbergs—Mon. to Fri., 1-1:15 p.m.
What's My Name?—Fri., 9:30-10 p.m.
Ma Perkins—Mon. to Fri., 3:15-3:30 p.m.
The Man I Married—Mon. to Fri., 10-10:15 a.m.

Teel ..... **Midstream**—Mon. to Fri., 10:15-10:30 a.m., and 10:45-11 a.m.—different networks

Teel and Drene ..... **Prof Quiz**—Fri., 9:30-10 p.m.

White naptha ..... **Guiding Light**—Mon. to Fri., 11:45-12 noon

Sterling Products

Dr. Lyons' ..... **Orphans of Divorce**—Mon. to Fri., 3-3:15 p.m.
Backstage Wife—Mon. to Fri., 4-4:15 p.m.
Manhattan Merry-go-Round—Sun., 9-9:30 p.m.

Molle ..... **Battle of Sexes**—Tues., 9-9:30 p.m.

Mulsified shampoo ..... **Amanda of Honeymoon Hill**—Mon. to Fri., 3:15-3:30 p.m.

Phillips Milk of Mag. face cream ..... **Stella Dallas**—Mon to Fri., 4:15-4:30 p.m.

Phillips Milk of Mag. toothpaste ..... **Lorenzo Jones**—Mon. to Fri., 4:30-4:45 p.m.

Williams Co., J. B.

Shave cream ..... **True or False**—Mon., 8:30-9 p.m.

TABLE III

HOURS WHEN PROGRAMS ARE ON THE AIR

(Number of Programs During Each Hour
81 Network Programs: Jan.-June, 1940)

	Mon. to Fri.	Mon. Tues. Wed.	Mon. Wed. Fri.	Tues. Wed. Thurs.	Tues. and Thurs.	Thurs. and Fri.
9-10	1	..	..	..	..	..
10-11	14	..	..	..	..	..
11-12	6	..	1	..	..	..
12- 1	2	1	..	..	..	1
1- 2	5	..	..	..	1	..
2- 3	..	..	..	..	..	..
3- 4	6	..	..	..	..	..
4- 5	4	..	..	..	..	..
5- 6	3	..	..	..	..	..
6- 7	..	..	..	..	..	..
7- 8	..	..	1	1	1	..

41 programs five days a week
4 programs three times a week
3 programs twice a week

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
1- 2	..	..	..	..	..	..	1
2- 3	..	..	..	..	..	..	1
3- 4	..	..	..	..	..	..	..
4- 5	..	..	..	..	..	..	..
5- 6	..	..	..	..	..	..	1
6- 7	..	..	..	..	..	..	..
7- 8	..	1	1	..	..	..	3
8- 9	1	2	1	3	1	2	..
9-10	1	1	1	..	4	1	4
10-11	1	1	..	..	1	..	..

33 programs once a week

Water-Absorption of Cream Bases

THE widespread interest manifested nowadays in emulsifying agents of the absorption base type, and also in materials such as cetyl and stearyl alcohols, has caused many workers in this field to turn their attention to the pioneer experiments of Casparis and Meyer, who studied in Switzerland (*Pharm. Acta. Helv.*, 10 : 163, 1935) the water-absorption properties of various ointment bases, to determine their "water number." They define the latter term as "the maximum quantity of water that 100 g. of anhydrous salve base is capable of persistently retaining at ordinary temperatures (*ca.* 20° C.)." The following limits were determined:

	Water Number
Petroleum jelly	8.1– 15.6
Wool-fat	185–6
Petroleum jelly+spermaceti	11.1– 13.6
Petroleum jelly+wool-fat	78.5 88.6
Petroleum jelly+cetyl alcohol	38.0– 51.5
Petroleum jelly+cetyl alcohol+wool-fat	72.4–117.4
Petroleum jelly+cetyl alcohol+wool-fat+olive oil	66.6
Hardened groundnut oil	75.43
Hardened groundnut oil+wool-fat	75.4– 81.8
Hardened groundnut oil+cetyl alcohol	170.3–185.7
Hog-fat	7.5– 13.6
Hog-fat+wool-fat	31.5–112.7
Hog-fat+cetyl alcohol	156.4–244.9
Hog-fat+white wax	14.3– 26.6

This table should be examined in conjunction with those published on pages 621 and 622 of *S.P.C.*, July 1938 ("Emulsions of Water in Petroleum Jelly," by Dr. S. Jencic, Ljubljana University).

It is interesting to note that the optimum water number in Casparis and Meyer's table is attributed to an unspecified mixture of hog fat and cetyl alcohol, whereas a much higher number (up to 400) is given by Jencic, with reference to a mixture of 95 per cent white petroleum jelly and 5 per cent pure cholesterol.

There appears, moreover, to be some difference of opinion as to the relative water-absorption capacities of myristyl, cetyl and stearyl alcohols—for whereas Rupp (*Pharm. Zeitung*, 10 : 11, 1934) found that 4 per cent each of technical myristyl and cetyl alcohols were able to absorb 90 per cent and 104 per cent of their own weight of water respectively—thus showing the superiority of cetyl alcohol—Jencic attributes the maximum water number of 25 to a 1.5 per cent addition to petroleum jelly of myristyl alcohol, as compared with 22 for cetyl alcohol and 20 for stearyl. These figures are again referred to by Jencic in the text of his article, for he says that, whereas myristyl alcohol is a superior in water absorbing capacity to lauryl alcohol, cetyl and stearyl alcohols show a falling off in this capacity—at least, in combination with petroleum jelly.

The following footnote to Jencic's article is probably, however, of more practical importance than the previous conclusions: "After standing for a month (he writes), it appears that the water in the stearyl alcohol-petroleum jelly mixtures becomes more firmly bound" than is the case with myristyl alcohol-petroleum jelly mixtures.—*Soap, Perfumery and Cosmetics.*

Transferring Photos to Glass

WHERE it is desired to transfer photos to glass for display purposes the following process may be easily utilized and with a little practice should give excellent results. The simple glycerine using preparation required can be made up without difficulty.

Glycerine	¼ oz.
Gelatine	4 oz.
Water	8 oz.
Alcohol	3 oz.

Dissolve the gelatine in the water with gentle heat, add the glycerine and pour the mixture slowly, with thorough mixing into the alcohol.

Thoroughly cleaned glass and unmounted photos, without printing or writing on the backs, must be used. Flow the solution on the glass and place the photo, face down, on the glass and pour on more of the solution. Excess should be removed to prevent bubble formation. Allow to dry. The photograph, when it is dry, will be transparent and may be colored, if desired, with oil paints.

Latin America Exports Up

UNITED STATES exports of toilet preparations to the countries of Latin America, including Central America, Mexico and the Caribbean (not including Puerto Rico) accounted for almost 35 per cent of our exports of such products to all countries of the world during 1939. Data follow:

DESTINATION	1937	1938	1939
British Honduras	$12,832	$13,143	$12,254
Costa Rica	23,460	22,313	30,112
Guatemala	47,454	48,510	56,131
Honduras	46,215	52,411	53,852
Nicaragua	25,532	13,552	21,989
Republic of Panama	222,895	138,555	156,851
Panama Canal Zone	.....	100,904	104,985
El Salvador	46,372	44,504	52,566
Mexico	150,161	134,449	152,049
Miquelon and St. Pierre Is.	388	84	204
Bermuda	31,955	33,423	30,960
Barbados	16,390	16,828	31,588
Jamaica	86,094	112,774	106,488
Trinidad and Tobago	52,751	59,109	62,057
Other British West Indies	35,182	37,599	35,901
Cuba	132,168	117,288	139,206
Dominican Republic	47,509	52,655	72,335
Netherlands West Indies	79,6 0	93,489	104,456
French West Indies	728	1,072	815
Haiti	20,145	13,373	20,113
Argentina	110,708	144,807	49,110
Bolivia	28,978	22,757	26,411
Brazil	105,622	98,271	140,804
Chile	11,021	17,021	18,682
Columbia	197,298	192,615	241,085
Ecuador	14,585	13,921	30,572
British Guiana	22,319	27,916	37,625
Surnium	7,096	7,682	19,863
French Guiana	124	930	.....
Paraguay	10,188	12,263	9,739
Peru	114,599	117,909	137,489
Uruguay	31,862	9,620	12,973
Venezuela	234,307	236,513	273,381
Total	1,956,648	2,008,270	2,243,646

Likewise in Canada, imports of perfumery and cosmetics from the United States in 1939 were $311,000 and from the United Kingdom, $143,000.

Packaging Portfolio

ALFRED D. McKELVY CO.: Leather boxes, one for dice and the other for cigarettes, hold Seaforth shaving lotion and cologne. They are offered in three leathers, saddle stitched.

SUZANNE: Toute de Suite, a new perfume, has a stage-effect cover. Against a black backdrop, the "curtain" is white with cerise, grey and black design. Distributed by Al Rosenfeld.

FABERGE: Daytime perfume—a cross between cologne and perfume—is presented in this firm's four odors, Aphrodisia, Woodhue, Tigress and StrawHat. It is offered in five sizes.

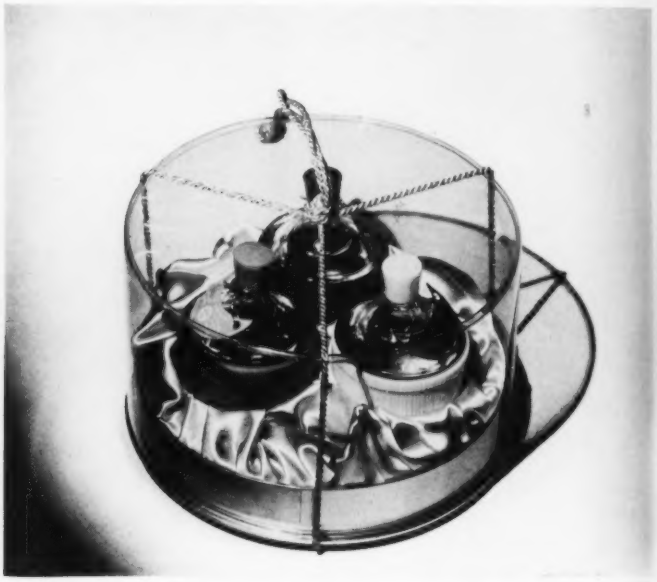
ELIZABETH ARDEN: A prancing horse with a plume of pink feathers carries on his back a bottle of Blue Grass Flower Mist. It is offered as one of this firm's Christmas gifts.

JACQUELINE COCHRAN: Fur-Tone make-ups for wear with furs are launched in a satin lined, night-flight blue box, topped with a fur ornament. Seven cosmetic items are enclosed.

CORDAY: A padded red satin top, lettered in gold, decorates the box for Tzigane ensemble of perfume and eau de toilette. The slender fluted flacons rest on a red satin platform.

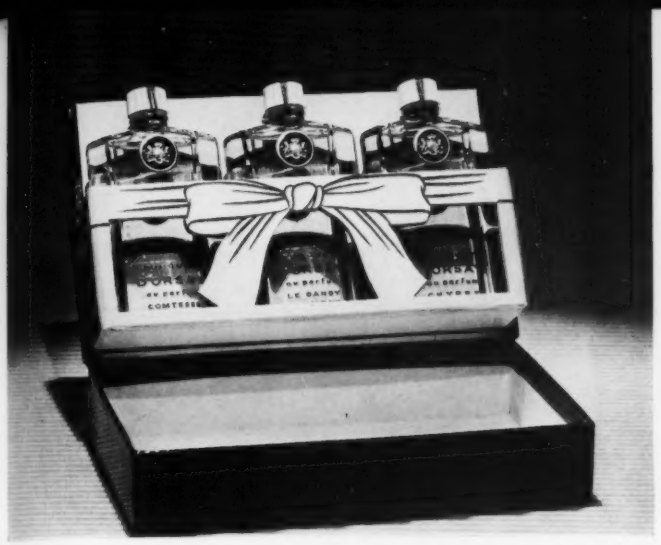
PEGGY SAGE: Skynote combines a music box with manicuring accessories. It is offered in ivory leather, stamped in gold. Manicure preparations and implements are included.

KERKOFF: The Djer-Kiss line in its new dress retains the color combination of green, gold and white but it acquires a modernistic motif. There are eight newly designed packages.



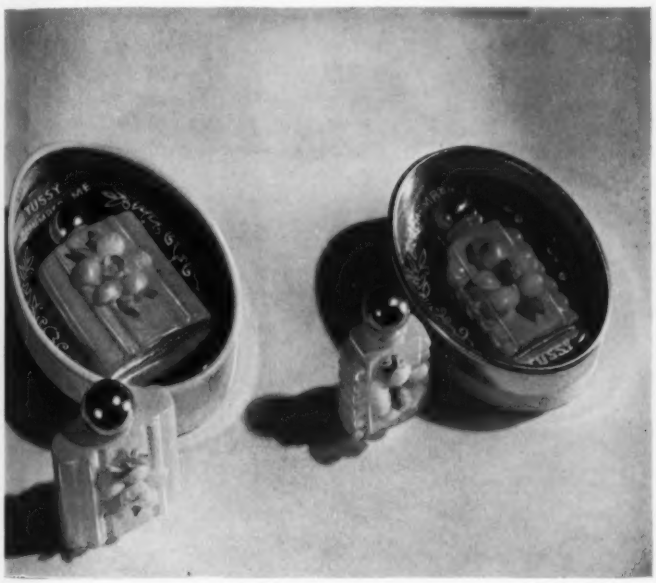
ROGER & GALLET: A trio of bonbonnettes in red, white and blue moulded containers hold three colognes. The transparent package has a gold base and is trimmed with gold cord.

HARRIET HUBBARD AYER: A golden vanity trimmed in black, a lipstick and mascara or a bottle of YU perfume are included in this attractive envelope style tan leather case.



D'ORSAY: Three colognes are enclosed in the Triolette Bouquet package which has an unusual display arrangement. The trio may be selected from a variety of fragrances.

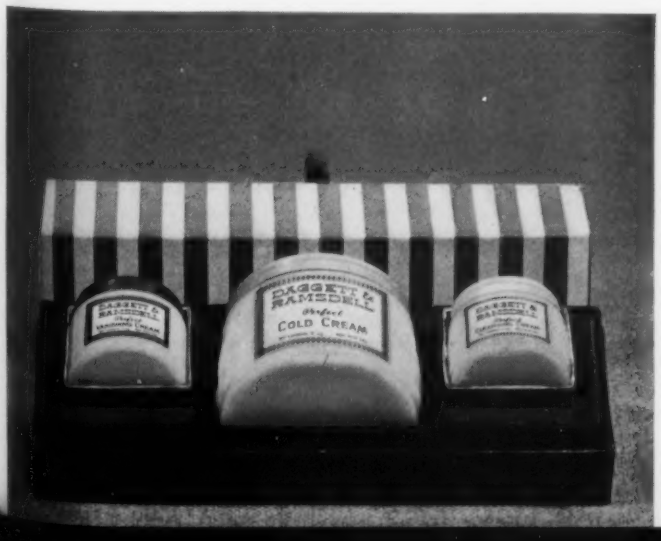
BOURJOIS: Mais Oui gift set with sacheted lingerie case, sculptured head and evening headdress, also six cosmetic and perfume items, are offered in a limited edition only.



TUSSY: Remember Me perfume is offered in rose-plum colored bottles ornamented with pale pink and green shell flowers and leaves. It is packaged in a decorated oval shadow box.

WRISLEY: The envelope and note paper motif of the new line, Scentiments, personalizes the gift sets which are offered in three odors. Closures are of brass and blond wood.

DAGGETT & RAMSDELL: Red and white modernistic stripes decorate this firm's twelve Christmas packages, designed by Joseph E. Platt. A green interior is used for the boxes.



SCHIAPARELLI: Snuff, a new perfume for men, is bottled in a glass pipe and packaged in a cigar box. The perfume, a woodsy fragrance, was distilled in Paris before Occupation.

desiderata

Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations

by MAISON G. DENAVARRE

Soap Antioxidant— Using 0.1 per cent of a new chemical, it is dusted uniformly over the surface of the soap while still in the kettle but after saponification is complete. Boil the soap a bit more to insure complete dispersion. Samples drawn after addition of anti-oxidant and after the second boiling are not only preserved against rancidity but are of lighter color as well. For cold process soap, the anti-oxidant is stirred into the soap liquid after saponification is completed and prior to running into frames. It is said that the soap produced with this anti-oxidant has less soapy odor, hence requires less perfume.

Humectant— Since publication of the article on "Commercial Sorbitol Syrup," the question has arisen as to the meaning of the word *humectant*. The word is taken from the air-conditioning industry and while everyone knows the meaning of the word, a straight definition seems difficult to give. Here are some that were given by as many persons as were asked. A humectant is "a material holding relatively stable amounts of moisture over widely varying conditions of temperature and humidity"; "an agent that maintains moisture content of a product in spite of extreme changes in humidity or temperature"; "prevents a cosmetic from gaining or losing moisture through varying conditions of humidity and temperature"; "the property of a material that makes it vary in moisture content in different relative humidities." Now do you know what a humectant is?

Green Lipstick— Green lipstick is really an optical illusion, just as is black lipstick, but it has a novelty sale. You can get this lipstick into your own shells or holders at so much a pound . . . a plenty cheap rate, indeed.

Artificial Oils— It had to happen! The number and kinds of artificial oils having the odor value of natural oils is multiplying so fast that it is impossible to keep up with the different suppliers. Brother, there ain't nothin' to worry about! You'd be surprised at *our* native ingenuity.

Hardwater Tester— A Jersey City company has introduced a novel gadget for electrical testing of water in determination of water hardness. It is plugged into a straight light bulb circuit and by rotating a dial adjusting the magic eye, readings in grains per gallon are given directly.

Gumless Lotions— If you have been making a quince seed or other gum hand lotion and you are concerned about the future of gum deliveries, this is the time to switch to substitutes or at least to investigate them. Materials worth considering as emulsifiers and suspending agents are glyceryl monostearate, diethylene glycol stearate, propylene glycol stearate, laurates of ethylene-diethylene and propylene glycols, proprietary water soluble waxes, methyl cellulose (the price of which has just taken another drop), synthetic proprietary mucilages, sodium alginate, yea . . . and maybe gelatin, too. In fact, this is just a starter for you to work on. Certain proprietary products are plentiful and some are pretty good substitutes. But keep in mind there is nothing critical on gums yet . . . not by a long shot, though it is a smart idea to keep in touch with your supplier as to the situation, and to experiment as you go along, just in case. . . .

Terrazzo Sealer— A permanent and economical sealer producing marbleized surfaces free from discoloration has recently been offered to the industry for application to terrazzo flooring. It has greater permanence than waxing and is not attacked by strong wash waters. One gallon of the sealer covers approximately 1000 sq. ft. of floor depending on porosity of the floor.

New Kind of Corn Starch— A new kind of corn starch suitable for use in puddings, pie filling and other foods cooked with milk, or for use with fillings cooked with fresh fruit, is now available. It may be used to body salad dressings as well. Its superiority over regular corn starch is found in the appearance of the gel, improved flavor and smoothness.

Soapless Oil Shampoo Drawback— After addressing the All American Beauty Culture Schools Associated Convention in Detroit, I was besieged by a number of persons who wanted to know "how come the soapless oils cause the hair to snarl up?" When further queried, a number of well-known national brands were mentioned as causing snarling of hair.

One of two things is obvious,

namely, 1) that the maker of the finished shampoo is using too much sulphonated castor oil or other sticky oil and, 2) that perhaps the supplier of the sulfonated oil is making a non-uniform product or supplying proprietary blends of questionable value. In either case, Mr. National Brand manufacturer had better check up or one day he may find himself without sales.

In the course of experimental work, many already blended and completed shampoos have been found to be satisfactory, but *some* did cause snarling and, of course, were discarded. Some people have attempted to put too much mineral oil into their product, and, as a matter of record, let it be again said that not more than 4 per cent should be used, as this quantity produces the maximum amount of gloss. Be careful in using sulfonated castor oil, as the maximum amount permitting thorough rinsing ranges from 66 to 75 per cent of the whole, depending on the oil used. By all means, check rinsibility. If the oil doesn't rinse out of the hair readily, dump it—that is all it's good for.

Colors for Eye Cosmetics

BRIEFLY summarized the T. G. A. offers the following recommendations on coloring material for use in the area of the eye in bulletin 232:

1. No coal tar color of any kind may be used.

2. Carbon, bone black and oil black may be used if they are pure colors and contain nothing deleterious.

3. Vegetable colors of known purity may be used. Chlorophyll may be used; but specially prepared grades of it containing copper may not be used.

4. Mineral and earth colors of known purity may be used. Specially purified earth colors containing not more than the allowable 2 p.p.m. of arsenic and 20 p.p.m. of lead are available.

5. Salts of cobalt may be used if they are insoluble salts and will not react with other ingredients to form soluble cobalt compounds.

6. Finely powdered metals, especially silver and aluminum, may be used in eye shadow if they consist entirely of the pure metal itself not tainted with harmful impurities.

QUESTIONS & ANSWERS

319. Hair Preparations

Q: *For the past ten years our firm has been engaged in the manufacture of hair preparations. For the most part, these have been simple and ordinary combinations sold through wholesale barber supply houses. Inasmuch as we are eager to improve our product, we would like to know of what value and what percentage the following compounds may be used for the purpose of making a dandruff removing scalp lotion. (A list of chemicals follows.) The following formula is one that has been prescribed by outstanding dermatologists and we would like to have your comment.*

Bichloride of mercury	3 *grains*
Salicylic acid	15 "
Liquor carbonis detergens	½ *dram*
Castor oil	2 *drams*
70% *alcohol q.s.*	6 *ounces*

In the Vitalis type of hair dressing I used tincture of benzoin and benzyl benzoate. In what percentage would you use the two products? Could you improve this type of hair tonic? C. C., N. Y.

A: The list of compounds given at the bottom of the first page of your letter may be used in widely varying proportions. The list being as large as it is, we suggest that you refer to some standard text on cosmetics or to M. G. deNavarre's forthcoming book, "Cosmetic Manufacture," which will be published soon and available from THE AMERICAN PERFUMER. Euresol Pro-Capilis is a highly refined proprietary grade of resorcin mono-acetate. The formula for the scalp lotion that you mention is very satisfactory indeed if prescribed by a physician. It is not recommended for manufacture or sale through barber shops because of the presence of bichloride of mercury as well as liquor carbonis detergen, the formula of which may be found in the N. F. VI. It may be purchased from recognized drug suppliers. If the Vitalis type of hair tonic could be improved without a drastic change of formula, we are sure that the makers already would have done this. The tincture of benzoin and benzyl alcohol quite probably are intended to overcome certain of the undesirable properties of this type of mixture and may also act as perfuming agents or fixatives.

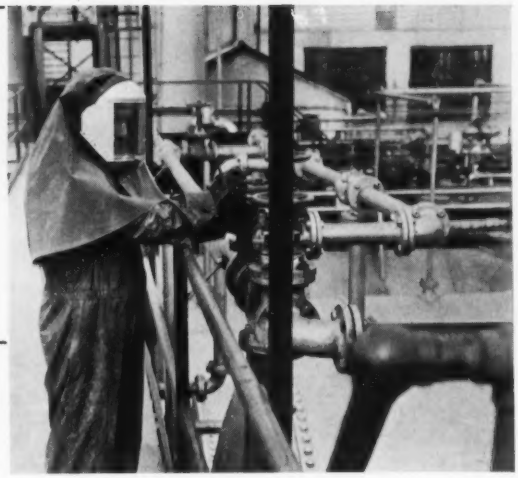
320. Aluminum Equipment

Q: *Could you give us information regarding the use of aluminum jacketed kettles in manufacturing cold or tissue cream? We know that aluminum is not used generally but are wondering if this is due to the high cost of the kettles or because of the possibility of chemical reaction. This information will be greatly appreciated.* I. C., Conn.

A: The name of the supplier of aluminum steam jacketed kettles is sent to you under separate cover. We think that you will find that such equipment is quite inexpensive indeed and will be an asset to the appearance of your manufacturing plant. There is no reason why you cannot use aluminum equipment for making cosmetics, providing that you do not use such equipment for boiling strong alkali solutions or for making mixtures containing high electrolyte content. Greasy creams such as cold creams and tissue creams may be readily made by melting the fats in a jacketed aluminum kettle and by heating the alkali solution with water in a glass-lined tank, allowing the same to run into the mixture of fats. If this does not answer all of your inquiry, please let us know how we may assist you further.

AIDS TO BETTER PRODUCTION

by RALPH H. AUCH, A.B. C.H.E.



MAINTENANCE

Lack of adequate intelligent equipment maintenance is one of the greatest weaknesses in the small plant. Frequently, as a plant grows, a good machine operator is elevated to maintenance man. Invariably his efforts will be directed toward corrective maintenance, to make-shift steps to get the equipment back in running order when it fails. He has been rather aptly dubbed "barn yard mechanic" since his limited knowledge has been acquired at the expense of his employer.

Typical, too, is the case of a new modern plant that superseded a dilapidated old one. A small neighboring machine shop was looked to, to keep the old plant running. Having no trained maintenance men, the owner of the shop was prevailed upon to dispose of his shop and enter full time employment in charge of the maintenance at the new plant. The results are little short of pathetic.

How much better in either case above cited, if A1 mechanics had been engaged. They would bring the all-around skill and would only have to learn the few intricacies of the equipment. Corrective maintenance could then be replaced by preventive maintenance with lost machine time and dollar cost both materially reduced.

NOISE

A sizable monograph could be written on noise and its adverse effects on the workers, all of which would be valueless unless something constructive is done about it. The problem is not an easy one in many instances but every corrective step taken is well worthwhile.

In the manufacturing or compounding department, a particularly noisy mixer may require a sound deadening partition around it. A free rolling gravity conveyor may be converted to a belt conveyor or a live roller type, whether it be in receiving, shipping or assembly.

On the assembly floor the cleaner, filler and capper may be synchronized with one drive and one through chain conveyor in the interest of noise reduction with a materially reduced container breakage at an overall cost saving as a by-product. Insulating material on the under side of guards, shrouding and stream lining covers will be found helpful on many installations.

Generally noise has crept up unannounced with each increase in size of manufacturing unit and each step-up in assembly line speed. Likewise, it can be reduced in intensity step by step as each contributing production unit is tackled and whipped, or if not whipped then subdued.

PAPER WORK

There is a very general tendency to do paper work for paper work's sake. This is bad enough when clerical people do it but even worse when factory employees have to do the preparation. They do it laboriously at the expense of their regular duties and frequently inaccurately.

On occasion, a department head has been asked a question that he could not answer. So that he would not again be caught with his teeth out, he would provide a form, then religiously have the daily or weekly information, as the case may be, prepared. He might be asked for the same data at but rare intervals, if at all. Thus, many next to valueless forms are born and the labor of preparation of the data perpetuated.

The following procedure has been used to discourage the tendency toward a multiplicity of forms and the voluminous labor of keeping them. Every three months have each department head post all of the forms used in his department on a large piece of wall board. Then call upon each one to sell the retention or continuance of each form and if sold initial it. This by no means guarantees it to him, for he has to sell it all over again three months hence. The psychological effect need not be developed.

THE FIFTH COLUMN

The fifth column of business is the "rapidly growing consumer movement which is actually eating away at the security of the public it professes to protect," according to Philip Lasky of station KROW, Oakland, Cal. "Production, distribution, advertising and consumption are the four columns on which prosperity depends. Kill advertising and the rest will atrophy." To counteract the movement, he urged education.

THE AMERICAN PERFUMER

Flavors

INDUSTRY SECTION

A section designed to chronicle the activities and to epitomize the spirit of energy, the new viewpoint and the desire of the flavor products industry to be in the forefront as ways improve and methods change

Photo courtesy M. Cortizas Co.

Novelties, a bag and baskets, are made from vanilla

MAKING PURE VANILLA EXTRACT

Sources of the vanilla flavor, their properties and their uses . . . Advantages of vanilla concentrates

by J. A. BOUTON

OF all the flavors enjoyed by the American consuming public, the most popular is vanilla. The flavor of vanilla is found in beans or pods, which botanically are related closely to the orchid family. The bean itself is a rather long, pulpy fruit that grows on a vine in the equatorial regions. There are many varieties of vanilla beans whose quality and price depend upon the region in which they are grown. The Mexican beans usually are considered to be of the best quality and demand the best price. In many cases, however, the Bourbon beans, comprising the crops of the Reunion Islands, Seychelles, Comores and Madagascar, are preferred to the Mexican, and they produce a very excellent vanilla flavor. A very fine vanilla extract often is made by blending the Mexican with the Bourbon.

VALUE DEPENDS ON CURING

Closely following the Bourbons in popularity are the South American and Java beans, and these are followed by the Tahiti beans which produce an

extract quite different from any of the other species. The place of origin of the beans in itself does not insure a good vanilla extract. The value of vanilla beans depends upon the skill with which they are cured. If they are not properly cured, the extract will have an "off" character regardless of whether they are made from Mexican beans or vanillons. This fact can be appreciated when we consider that vanilla beans do not have the familiar aroma until after they are cured. The curing process roughly consists of scalding the beans, then partially fermenting them and finally drying the beans until cured. This outline, however, is only general and varies with the grower. They, of course, have their own little tricks and processes which make their beans better than those of the next plantation. The vanilla bean, when properly cured, free from mold and containing the proper amount of moisture, is of a waxy texture, soft, pliable and of a dark brown color with a growth of needle-like crystals of vanillin growing perpendicularly in the creases of the bean.

FLAVOR NOT DUE WHOLLY TO VANILLIN

It is interesting to note here that the Mexican beans do not contain as much vanillin as beans of other species. This indicates that the flavor of vanilla is not entirely attributable to the vanillin but to the alcohol soluble and water solluble resins as well. This fact can be still further proved, as has been done many times, when we compare an extract made from vanillin with one made from beans and both having the same vanillin content in a finished product, such as ice cream or a cake. The extract made from the beans gives a body and depth of flavor to a finished product that is entirely lacking when a straight vanillin extract is used.

Pure vanilla extract is made by macerating the chopped beans in a solvent of alcohol and water. This maceration then should be allowed to percolate in a suitable container until all of the extractive material has been exhausted. In making the extract, at least 13.35 ozs. of vanilla beans should be used for each gallon of vanilla extract. After the maceration is completed and the extract finished, it should be allowed to age so that the delicate aromatic constitutents blend and round out the flavor.

VANILLA CONCENTRATES

It is possible now to purchase pure vanilla concentrates which, when diluted with alcohol, water, syrup or glycerine, produce a standard vanilla extract equivalent in all essentials to an extract made by direct percolation of the vanilla bean. These concentrates usually are sold in five-fold and ten-fold strengths, one gallon of the five-fold making five gallons of standard extract, and one gallon of the ten-fold making ten gallons of standard extract. In many cases, the use of these concentrates produce a more consistently uniform extract, eliminating at the same time the care and equipment needed to make direct percolations of the beans. The concentrates mentioned may be purchased from most of the larger flavor and essential oil companies.

Another method of making pure vanilla extract is the use of the oleo resin vanilla. This product represents the extractive matter of the vanilla beans in a concrete form and is usually of such a strength that from five to six ozs. is equivalent to one pound of beans. The extract made from the oleo resin can be based on this comparative strength. The oleo resin makes a very fine extract that is in every way comparable to that made from direct bean extraction. The vanillin found in vanilla beans is an aldehyde known as the methyl ether of protocatechuic aldehyde. The average content of this substance in vanilla beans ranges from about 1.5 per cent to 2.75 per cent. On the basis of this data, one part of vanillin would be equivalent to about forty-five parts of vanilla beans. The ratio of their various strengths would, of course, vary and can best be determined by running a taste test of both extracts down to the vanishing point and recalculating back. A relative figure, such as forty-five can be used, however, when making an imitation concentrated vanilla flavor that is to be used in the same manner as a pure vanilla extract. This fact is to be further considered if ethyl vanillin and coumarin is to be used with vanillin. In the former case, the strength ratio to vanillin is about three to one, and in the latter (coumarin), the ratio to vanillin is about seven to one.

Facts and Figures

New Chemical Agent—A new chemical agent makes it possible to prepare water solution or dispersions of resins. The resins include balsams, such as Peru and Tolu.

Quicker Filtering—It is claimed that a new funnel with a bowl angle of 58 deg., instead of the usual 60 deg., makes for much quicker filtering. The difference in angle between the funnel and filter paper creates a natural suction that speeds up filtration. This should be of use to many flavor manufacturers.

Questions and Answers

Making Caramel Color

Q.: How is caramel color made?—S. C.

A.: Caramel or sugar coloring is usually made by heating glucose or sugar to above 360 deg. F. An amorphous mass results which is no longer sweet or capable of fermentation. It has a deep brown color and a slightly astringent taste. The process is usually carried out in large kettles with careful control of the temperature, so that burning is prevented. If the caramel is burned, its solubility in water becomes impaired.

Labeling Tahiti Bean Extract

Q.: Can vanilla extract made with Tahiti beans be labeled pure?—Pa.

A.: Up to the present time, Tahiti vanilla beans are considered true vanilla beans and there has been no distinction made in the labeling requirements

Photo courtesy M. Cortizas Co.

Following selection, vanilla beans are bundled together

between vanilla extract made from Tahiti beans and that made from other vanilla beans. It is our understanding that further consideration will be given this question when a proposed standard for vanilla extract is drawn.

Recent F. D. A. Rulings

RECENT rulings on the Federal Food, Drug and Cosmetic Act have been released by the Food and Drug Administration. Among them are:

WHEN COMMON CARRIER IS LIABLE

A transportation company asked for information concerning the responsibility of a common carrier in connection with the relabeling of merchandise which, for one reason or another, had come into its possession for disposition.

The proviso in section 703 grants immunity from prosecution to carriers by reason of their receipt, carriage, holding, or delivery of products subject to the Act in the usual course of business as carriers. The immunity does not extend to relabeling and this would, accordingly, be considered a function outside the duties of a carrier. Irrespective of whether or not a carrier has any title or interest in the goods, such carrier would be subject to the same responsibility as anyone else applying a label to goods shipped in interstate commerce and in violation of the law. It is not believed that a carrier in relabeling goods can claim exemption as an agent or employee of the original shipper, nor is it likely that the carrier can protect itself by a guaranty, as mentioned in section 303 (c). Our answer to the inquiry is that a carrier acting otherwise than as specified in section 703 incurs the same responsibility as anyone else shipping or receiving goods in interstate commerce in violation of the law.

"SPICE FLAVORING" FOR ESSENTIAL OILS

In response to an inquiry as to the appropriateness of the designation "spice flavorings" in a label ingredient list for a food product, when essential oils of spices instead of the spices themselves are used, the following reply was made.

As you know, the Act permits the designation of spices and flavorings as spices and flavorings without naming each as an ingredient if present in foods fabricated from two or more ingredients. Under this provision we have raised no objection to the designation of spice oils as flavors. They are not "spices" and therefore are not appropriately designated as "spices" on the label. The name "spice flavorings" permits the ready inference that the flavoring present is a result of spices added in the form very extensively employed to get spice flavor effect in food that is, as whole or ground spices and not as essential oils of spices. Under the circumstances, the name "spice flavoring" would in our opinion be misleading and would accordingly constitute misbranding. The term "spice oil flavoring" would probably not be criticized similarly.

If it is desired to designate more specifically the nature of the flavoring, this ingredient can be named after the name of the spice from which it is derived, as for example, "oil of cloves" or "flavored with oil of cloves."

We are glad to be corrected as to the identity of the substances which you had in mind. We had assumed erroneously that you were concerned with the essential oils of spices. It now appears that the flavoring ingredient is extracted from the spice by a solvent, the solvent evaporated, and the extractives fixed in a base such as salt or dextrose to facilitate even mixture in the food to which they are added.

In the light of these facts, we are not disposed to object to the designation "flavored with spice extractives" or "spice extractive flavoring" or, of course, just "flavoring." There would be no objection in the case of specific spice extractives to the phrase you suggest "flavored (or seasoned) with clove extractives."

SODIUM BISULPHITE PROHIBITED IN CANDY

The former ruling of the Department holding that sodium bisulphite added to candy should be declared as an ingredient and as a chemical preservative has been revoked, and the new policy is:

We wrote you in reply to your telephone inquiry as to whether sodium bisulphite when added to candy may under the Act be declared on the label merely as a preservative or as sodium bisulphite. In our reply we suggested that a proper form of declaration would be "preserved with sodium bisulphite" or "contains sodium bisulphite, a chemical preservative." Since that time further consideration has been given to the status of sodium bisulphite in confectionery and the conclusion reached that this chemical is a non-nutritive substance and, therefore, under the provision of section 402 (d) of the Act may not be used in confectionery.

USE OF SACCHARIN AND DULCIN IN FOOD

Saccharin has no food value and its use in food is held to constitute adulteration under section 402 (b) of the Act unless the article is clearly labeled to show that it contains saccharin, a non-nutritive artificial sweetener, and that it is to be used only by those who must restrict their intake of ordinary

sweets. If so labeled the article will be considered as falling within the scope of section 403 (j) of the Act, which deals with food for special dietary uses, including food containing saccharin. Notices regarding the regulations referred to in this section will be published in the Federal Register.

Regarding the use of dulcin (paraphenetol carbamide) in food: Dulcin, like saccharin, has no food value and its use in food is held to constitute an adulteration under section 402 (b) of the Act, unless the article is clearly labeled to show that it contains dulcin, a non-nutritive artificial sweetener, and that it is to be used only by those who must restrict their intake of ordinary sweets.

If so labeled the article will be considered as falling within the scope of section 403 (j) of the Act, which deals with food for special dietary uses.

Flavor Materials Market

CONSUMERS of vanilla beans have been anxious to take deliveries against contracts in view of rising prices and the possibility of an acute shortage of the Bourbon varieties. No offers of Bourbon beans have been made and, due to the uncertainty of the situation, it is not likely that any lower prices will be seen, notwithstanding the fact that present values are considered high. The military situation in Madagascar has been viewed with grave concern and developments are being watched very closely.

In the case of citrus oils, Italian oils have been eliminated as an export item. The market in orange and lemon oils is strong, with California oil in good demand but with no price changes in the interval. Ginger is strong and new crop peppermint oil is coming in but it is expected that prices will be maintained on a stable basis.

Drawback on Alcohol Tax

THE Bureau of Internal Revenue has issued the following regulations regarding drawback of internal revenue tax on distilled spirits used in the manufacture of flavoring extracts, medicinal or toilet preparations, etc.:

Article IV: Drawback of Internal Revenue Tax on Domestic Alcohol Used in the Manufacture of Flavoring Extracts, Medicinal or Toilet Preparations, etc.

176.4 DRAWBACK AUTHORIZED. Upon the exportation of flavoring extracts, medicinal or toilet preparations (including perfumery) manufactured or produced in the United States in part from domestic alcohol. there shall be allowed a drawback equal in amount to the internal revenue tax found to have been paid on the alcohol so used. (Sec. 313 of the Tariff Act of 1930, as amended (19 U.S.C., Sup. V, 1313 (d), (i).)

176.5 EXPORTATION. An exportation is an act defined by Sec. 176.3 (g). Shipments of flavoring extracts and medicinal or toilet preparations (including perfumery) manufactured or produced in part with domestic alcohol to the Philippine Islands or Puerto Rico shall be treated as exportations. There is no authority of law for the allowance of drawback on alcohol contained in such products which are shipped to Alaska, American Samoa, Guam, Hawaii, Kingman's Reef, the Midway Islands, the Virgin Islands, or Wake Island.

176.6 CUSTOMS PROCEDURE. Exporters of extracts, medicinal or toilet preparations (including perfumery) manufactured or produced in the United States in part from domestic alcohol, in filing claims for drawback of the internal revenue tax paid upon the alcohol so used, shall follow the procedure prescribed in the customs regulations. (Sec. 313 of the Tariff Act of 1930, as amended (19 U.S.C., Sup. V, 1313 (d), (i).)

176.7 APPLICATION FOR TAX-PAID CERTIFICATE. The exporter or manufacturer, desiring to obtain drawback, shall submit application in writing direct to the district supervisor of the district in which the alcohol was withdrawn tax-paid for the issuance of a tax-paid certificate. The application shall state the quantity of alcohol in taxable gallons, the serial number of each package, the serial number of the tax-paid stamp, the amount of tax paid on the alcohol, the name, registry number, and location of the warehouse, the date of withdrawal, and the port where the drawback claim will be filed. If the application is accompanied by Customs Form 7545, showing any of such data, the data so shown need not be repeated in the application.

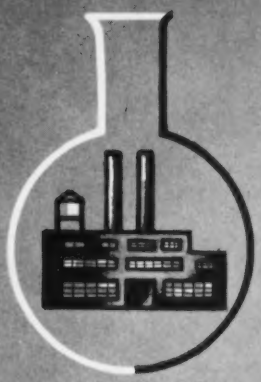
176.8 TAX-PAID CERTIFICATE—(*a*) *Action by district supervisor.* Upon receipt of such application the district supervisor, in cases where the alcohol was withdrawn subsequent to July 31, 1935, shall compare the data submitted with the records of his office, Form 1440, "Return of Alcohol Gauged," filed by the proprietor of the bonded warehouse from which the alcohol was withdrawn tax-paid, and if the data are found to be correct, he shall prepare Form 646, "Certificate of Commissioner of Internal Revenue of Tax-Paid Alcohol," in triplicate, note his recommendation for approval thereon, and forward the original and one copy to the Commissioner, retaining the remaining copy for his files for future reference. The supervisor shall note on Form 1440, opposite the serial numbers of the tax-paid packages and the respective serial numbers of the tax-paid stamps, that certificate on Form 646 has been prepared, and give the date of preparation thereof. The data required to be entered on Form 646 by the district supervisor are indicated by the several column headings on the face of such form.

(b) *Incomplete application.* In the event the facts embodied in any such application do not agree with the information contained in the supervisor's copy of Form 1440, or if the application is not properly executed, the application should be returned to the applicant with the statement showing wherein it is incomplete or at variance with the records of the supervisor. The applicant is presumed to identify unmistakably the package, or packages, containing the alcohol for which drawback is claimed.

THE AMERICAN PERFUMER

Soap

INDUSTRY SECTION



A section devoted to the manufacture and sale of toilet and laundry soap and soap products covering new raw materials in soap making and new uses for old raw materials, as well as new processes and developments

SAFEGUARDS IN PERFUMING SOAP

Difficulties encountered and how to overcome them . . . Usefulness of certain aromatic chemicals as anti-oxidants . . . Choice of bouquets

by PAUL I. SMITH

SOAP manufacturers always have regarded soap perfuming with some misgivings, based on actual experience with either unsuitable perfumes or, what is more likely, a mixture of unsuitable perfumes and unsuitable soaps. It should be remembered that while a perfume may prove in every way suitable for colored soaps, it might be troublesome in pure white soaps owing to the appearance of dark patches due to the breakdown of the essential oil or fixative, usually the latter, on exposure to air, action of free alkali or slow polymerization. Again, the perfume may possibly introduce impurities, such as traces of iron from iron drums, traces of chlorine in benzyl acetate or trinitroxylol in xylene musk, etc. All these impurities, which are by no means uncommon, are liable to cause spots in soap, especially pure white toilet soap which falls a ready prey to even minute impurities.

STUDY OF SOAP INGREDIENTS IMPORTANT

The best procedure for the soaper first is to study his own soap and to examine with great care the available essential oils, aromatics, soluble resins, etc. He has to remember that apart from all considerations of spottiness, it is just as important that

the perfume should not lose or change its odor during storage or use of the soap. This is not uncommon with certain cheap perfumes sometimes sold for use with low-grade toilet soaps.

INCORPORATING PERFUME IN SOAP

The method of incorporating the perfume in the soap is also of importance. When the perfume is simply crutched into the hot soap and milling is omitted, the results are not nearly so good or so permanent as when the perfume is introduced in the usual way and the soap milled. The former process is quite frequently used by manufacturers of cheap lines who cannot afford what they consider to be merely a luxury operation. More than one investigator, particularly B. Tyntyunnikov and N. Kas' Yanova, *Allgem. Oel-u. Fett-Ztg.* 33, 323-9 (1936), showed that milling and plodding result not only in grinding the soap to a more homogeneous mass and distributing both perfume and color throughout the soap, but these processes also orientate the structure aggregates. The greater plasticity of soap that has been milled and then plodded can be attributed to its oriented structure. Milled soaps wash away a good deal easier and faster than unmilled and therefore are more generally useful to the user.

USEFUL ANTI-OXIDANTS

In considering the relative usefulness of certain aromatic chemicals, it is important to remember that some act as anti-oxidants apart from their odiferous functions. Examples of useful and anti-oxidants are: benzylbenzoate, citronellol, coumarin, dimethyl hydroquinon, diphenyloxide and eucalyptol. Some of the aromatics are, however, oxidants, that is, they promote the oxidation of soaps and, in consequence, they must be very sparingly employed. A good example of an aromatic which is an oxidant is terpineol.

LASTING INDEX

The following factors must be taken into consideration when reviewing the claims of all the ingredients which go to make up a perfume: inclination to discover when present in the soap; tendency to change its odor and whether suitable for white or colored soaps. What is commonly known as the lasting index wrapped or unwrapped also is a very important factor and Philip Chaleyer has compiled a very useful and exhaustive list (*Soap Blue Book*, 1934) which should be referred to by all in doubt. According to this list the following essential oils have reasonably high index figures wrapped, that is 50 or above; cade, bois de rose, calamus, caraway, cedarwood, eucalyptus, geranium bourbon, guaiac wood, lavender, petitgrain, sandalwood, vetivert bourbon, wormwood, acetophenone, benzophenone, borneol, anisic alcohol, etc. Some of these, such as bois de rose, have not a high lasting index unwrapped, and this factor must be considered in any review of their perfuming suitabilities.

As regards natural resins and balsams employed as fixatives, Chaleyer considers styrax to be one of the best all round fixatives for floral odors as it possesses a high index figure for both wrapped and unwrapped soaps and is very stable. Other good products are balsam Peru, myrrh, orris, benzoin, civet, etc.

Choice of bouquet is determined by a number of factors, apart from any question of suitability of the perfume for the soap. First of all there is the economics of perfuming. Obviously, for very cheap lines of toilet or other soap either a very low price perfume must be employed or minimum quantities of a very high-priced and powerful one. Then there is the question of suitability. This is a very delicate and highly important matter and maybe the sales appeal of the soap is largely determined by the suitability of the perfume for the soap and its planned market. Delicate floral bouquets are excellent for fine soap bases but quite useless when it is desired to cover up soap odors. Spicy odors usually are extremely serviceable for covering tallowy or fatty smells. An economical perfume for cheap cake hand soaps, used at the rate of 0.2 per cent, is recommended by Josef Augustin, *Deutsche Parfümerie-Ztg.* 25, 268-70 (1939).

Citronella oil	200	grammes.
Rosemary oil	200	"
Terpinyl acetate	350	"
Kummel oil	50	"
Benzoin resinoid	200	"

Notes and Comments

New Use for Soap—Soap is finding many new applications in industry and one of the latest and most interesting is the use of ammonium, metallic and non-metallic soaps in the rubber industry for improving plasticity. J. D. Hastings surveys the field of these additives in the *Journal of the Rubber Research Institute*, Malaya, 1939, 9, 90-100. He states that in an examination made of the effect produced on the plasticity of rubber by addition of a fatty acid, such as stearic, oleic, linoleic or an ammonium, sodium, potassium, zinc soap, etc., the soaps were generally found to be more effective than the corresponding free acids, the zinc soaps being the most satisfactory and yielding further improved results on mastication.

Soap Wraps—The recent British Government order rationing the amount of paper used in the industry is already seriously affecting the packaging departments of the large soap works which soon will be forced to make drastic economies in the use of wrapping papers, cartons and display matter. Economies now being made include the use of a thinner and poorer quality grade of wrapping paper and the elimination of separate cartons. There seems little doubt that there will be a considerable increase in unwrapped tablets and bars and a greater use of transparent cellulose foil for high priced lines previously put up in separate boxes.

Re-working Toilet Scrap Soap—Re-working toilet scrap soap is by no means as simple as it may appear at first. Although it is possible to throw a good deal of it back into the kettle, this is definitely

wasteful as it means entire re-processing, loss of perfume and duplication of labor. There is also a risk that re-boiling the scrap in the presence of strong alkalies may cause undesirable changes in the perfume bases and the formation of compounds likely to accelerate discoloration and even rancidity of the finished soap. Another danger is that the addition of scrap, some of which may be colored or contaminated with dirt, will cause the finished white curd soap to have a dirty greyish tint. To avoid these pitfalls, it is advisable to remelt the scrap in a steam jacketed pan and to run this into the crutcher containing the freshly made soap. It must, however, be pointed out that only white and clean scrap must be melted down for addition to white curd, but, of course, if the finished soap is to be colored then a suitable colored scrap may be safely employed. Other methods of utilizing scrap are as follows:

1. White and clean soap scrap containing little if any perfume, or the same type of perfume as the bulk of soap to be processed, can be chipped and dried and subsequently fed to the mills along with the fresh soap base.
2. The clean white soap can be minced and added to the soap in the frames. It quickly melts and is rapidly incorporated into the bulk of soap.
3. The clean white soap may be used for making soap powder. In some cases, it also is possible to mix a proportion of light colored soap powder from colored scrap with the bulk made.
4. Colored scrap can be kept until a workable quantity is available, then this should be melted in a steam jacketted pan equipped with a good scraper device. The melt can be run into a crutcher containing low grade soap which subsequently will be colored.

It is as well to point out that the really successful use of scrap soap depends to a large degree on the condition of the scrap, that is, freedom from dirt, moisture content, presence of color, type of perfume, etc. The first two are of prime importance. Dirt may spoil a whole batch of good soap and if the scrap is very dirty it is advisable to throw it away. Thomssen and Kemp (*Modern Soap Making*, p. 108) point out that if the scrap contains less than 25 per cent moisture it cannot properly be melted. They do not suggest any method of utilizing it but the writer considers that it might be made advantageously into a useful soap powder. Naturally methods of making use of scrap soap must be governed by the type of soap being manufactured. Dr. G. Knigge, writing in *Die Seifen-, Oel- und Fett-industrie*, 1933, Vol. 10, p. 165-166, points out that in the case of coconut oil soap containing a relatively large proportion of unsaponified fat, it is advisable to throw the soap (presuming it is white and clean) back in the kettle so that this unsaponified fat may be reduced by boiling. He states also that there is no danger of spoiling soap by feeding the chipped and dried scrap directly to the mills along with the fresh soap base. If the scrap is available in regular quantities for this purpose, then a change may be made in the process of boiling the soap base by reducing the coconut oil content of the stock. Dr. Knigge also says that coconut oil scrap is suitable for making a cheap floating soap. Two parts of scrap with one part of water are well mixed together to form a paste. This is thoroughly beaten and air blown in. This is continued until the specific gravity is such that the soap floats. It might be mentioned that some soapers in Europe do not bother to re-work their scrap, but sell it to jobbers for re-working. Their reason for adopting this rather uneconomical attitude is that scrap always lowers the quality of a freshly made soap and it is, therefore, a false economy to try and utilize it.

New Ingredients of Laundry Soap—The salts of sulfamic acid are now receiving attention as ingredients of laundry and special soaps. Only the ammonium and sodium sulfamates have been tried out experimentally but, according to all reports, these certainly possess properties which should prove very useful to the manufacturer of both hard and liquid soaps. In the case of the former the presence of either the sodium or ammonium salt improves the detergent properties of the soap by increasing its solubility and preventing the formation of insoluble hardness soaps. For liquid soaps, particularly those which are expected to give strenuous service in factories and offices, etc., ammonium sulfamate prevents gelling and improves clarity. At present sulfamic acid is still an expensive chemical but as a new method of production is stated to be exceedingly economical, it may be that this new industrial chemical and its salts will soon be well within the reach of the soap manufacturer. At any rate, sulfamic acid is decidedly well worth making a note of for future consideration.

Mouth Wash Formulas

CHLOROTHYMOL MOUTH WASH

Citric acid	0.1	gm.
Tartaric acid	0.1	gm.
Benzoic acid	0.1	gm.
Boric acid	2.0	gm.
Glucose	0.5	gm.
Glycerine	10.0	gm.
Chlorothymol	0.033	gm.
Eucalyptol	0.1	cc.
Thymol	0.07	gm.
Menthol	0.045	gm.
Alcohol	25.0	cc.
Distilled water, to make	100.0	cc.

ASTRINGENT MOUTH WASH

Sodium bicarbonate	12.5
Borax	12.5
Zinc chloride	1.5
Menthol	0.25
Alcohol	25.0
Glycerine	50.0
Cinnamon water	200.0

SOAPY MOUTH WASH

Powder neutral soap	20.0
Glycerine	90.0
Oil of peppermint	6.0
Oil of wintergreen	2.5
Oil of cinnamon	1.0
Oil of clove	0.5
Alcohol	300.0
Distilled water	580.0

SHOCKING SCAMP

MILK MAID

New TOILET GOODS *Review*

Milk Maid: A cleansing cream made of 80 per cent whole pasteurized milk has been introduced by Milk Maid, Inc., Neither a soap nor a cream, it is said to combine the functions of both. After the cream is applied to the skin and left on for a few minutes, it is washed off with clear water and the sponge provided for that purpose. Use of the cream gives a cooling, refreshing effect. In addition to the cream, there is also a Milk Maid Emulsion for Dry Skin which may be used as an over-night treatment, a powder base or hand lotion. Milk Maid Cleansing Milk comes in a four-ounce size and the Emulsion for Dry Skins is available in a six-ounce size.

The white jars of the new treatment line are decorated with tiny pink and blue garlands of flowers and a white closure is used.

Pledge: A whole new line of nail products make their appearance in self-feeding brush-tubes. Launched by The Ohio Cosmetics Co., the line includes nail enamel, polish remover, cuticle softener and nail cream. There are 15 shades of nail enamel, and the tip of each tube shows the shade contained within. Both the nail enamel and cuticle softener have brushes on the end through which the product exudes when being applied to the nails. The oilized polish remover and nail cream have felt tip applicators.

The tubes, one color for each product, are mounted on display cards.

Cheek Stick: A cream rouge in lipstick form is offered by Revlon. It comes in shades which harmonize with the firm's nail enamel and lipstick. Accompanying the new item is a small package of tissues and their use in spreading the rouge eliminates finger stains.

PLEDGE

Shocking Scamp: A dram bottle of Shocking perfume is imprisoned within a gilded corselet to create a lapel pin—one of Schiaparelli's newest gadgets. When the bottle is empty, a spring is pressed, the prison opens and another bottle may be inserted. Two extra dram bottles are packaged with the lapel ornament.

Chromablend: Jacqueline Cochran, the flying cosmetiste, has introduced a foundation cream blended to each woman's individual specification. The process is called chromatizing and the product is Chromablend. Each user must have her skin coloring analyzed and then the made-to-order compound is blended with three or more basic colors. According to Miss Cochran, the product can be blended into any coloring suitable for any occasion. Chromablend is offered in half-ounce plastic jars with transparent tops.

Chromablend was launched first in Boston during September when Miss Cochran made a personal appearance.

EDITORIALS

EMERGENCY PRICE CONTROL

WHICHEVER way the election or war goes, business will go on and be good. In fact, industrial production in 1941 is expected to hit an all-time high. In many lines, notably durable goods, full capacity production seems virtually assured for the next two years. In the munitions and its related industries, capacity will be considerably increased. Already pressure towards higher price levels is evident; and it will probably be felt even more some months hence when shortages begin to appear. However, no runaway price inflation is likely in the near future because it is fairly certain that the government will crack down on too sharply rising prices. As its first weapon in controlling price rises, the Defense Commission probably will utilize the force of publicity to put price raisers on the defensive. Then, through the voluntary cooperation of industries and groups such as the National Retail Dry Goods Assn. with the commission, another check will be placed at its disposal. If these fail, the government through formal priority orders actually requiring producers to provide products for essential purposes and denying sales to non-essential industries may be able to control any situation. While possible under the law, it is highly improbable that plants will be commandeered; but that power is available if other means fail.

MR. ARNOLD'S VIEWPOINT

IN view of the fact that something like 16 tons of data subpoenaed from cosmetic and drug manufacturers are now being carefully analyzed by the Department of Justice which may uncover evidence to submit to the grand jury for suits under the anti-trust laws, the new book, "The Bottlenecks of Business," by Thurman Arnold, assistant attorney general, is of interest.

The dynamite that will smash the log jam of distribution inefficiency, he holds, is the expansion of the government's anti-trust activities. "We are committed to a system of distribution of goods through private enterprise," he states, and adds that "the success of that system depends on the ability of the consumer to use the instruments of government to get the maximum distribution of goods in a free market."

Bigness doesn't irk him; but the evils of industries, which are not efficient or do not pass efficiency on to consumers, do. To illustrate the inefficiency of our distribution mechanism, Mr. Arnold declares that the minimum on which a family of three can purchase a fair share of the goods advertised is about $2,500 per year. "Families with that income or over comprise only 13 per cent of our population. As a result our production plant, equipped to make goods for a country of 130 million people, can distribute its production to only 13 per cent of that population without some form of government aid. Under these circumstances it is not surprising that when the wheels of industry start turning, it is only a short time before goods pile up on shelves and the wheels have to stop."

One of the bottlenecks Mr. Arnold holds is price-fixing "which occurs when great organizations succeed in putting a floor under prices but continue to compete with each other for the greatest share of the market without dropping prices. The competition takes the form of adding unnecessary luxuries to the distribution system." Thus he points out that the major oil companies have put a floor under prices. "All motor fuels are alike because they have become standardized. On an average throughout the country major costs of refining and transportation have been six cents per gallon. Yet the average cost of getting the gas through ten feet of hose into your car has been six cents a gallon. Thus the savings from an efficient technological process were all absorbed by a wasteful system of distribution; they were not passed on to the consumer." He also draws similar conclusions from an analysis of the tobacco industry.

He expresses the belief that with 1,400 active consumer organizations the movement has the necessary force behind it to compel an adequate enforcement organization so the government can effectually function as a referee. He also regards the enforcement of the Sherman Act on a nationwide scale as a move necessary for national defense as well as the employment of millions of workers.

New Products and Processes

New transparent packaging

A new, patented uni-mold method of making transparent acetate boxes, display units and novelties is announced by Weinman Brothers. With the new process, it is stated, it is possible to mold intricate shapes such as rectangles, squares, diamonds, hearts, trade-mark designs and ornaments of solid, one-piece clear acetate with no joints, cemented corners or pieced parts. One of the opportunities offered to manufacturers by the process, it is added, lies in the field of counter and window displays. Further details may be obtained.

Machine for gluing labels

For labeling everything is the way the Alsop Engineering Corp. describes its new Labelit. It is made for labels, tags, markers or trademarks that are put on any kind of product or package by hand. The machine is designed to take the muss and fuss out of all hand labeling jobs. Its main purpose is to place the right amount of adhesive evenly and smoothly on the product or package quickly without excess of glue to mar and smear. It handles labels up to 8 in. wide. The Labelit will be sent on ten days free trial to any interested firm writing the company.

Plastic covered tying cord

Decorative tying cord coated with plastic material which, it is stated, will not chip or peel off is offered in a variety of colors including pastel shades by Freydberg Bros., Inc. It is said to be flexible and easy to tie.

New flaking drum

A new flaking drum, manufactured by Blaw-Knox Co., provides an economical method of converting certain liquid chemicals into flake form, the makers state. This equipment chills the liquid product on a highly polished stainless steel drum and scrapes off the flakes with an adjustable knife.

Motor driven through a large gear and motoreducer, the drum rotates in a pan containing the liquid material to be flaked and a coating is formed on the cold stainless roll. The cylindrical contact surface of the drum is highly polished so as to reduce the adherence of the material. The knife is adjustable, being controlled by a hand wheel.

Inside the freeze roll is a cooling solution, either water or brine, which is circulated through the interior, thereby cooling the contact surface. The cooling solution enters and is discharged through the end trunnions. Glass panels permit observation of the knife action during operation. Information about its uses, etc., is available for the asking.

Non volatile oil of cedarwood

A non volatile oil of cedarwood which is claimed to retain its insecticidal qualities indefinitely is offered by the Sparhawk Co. for the saturation of wood, cloth, or paper. In different concentrations, it is added, it may be used as a spray or as a termite resistant compound.

Electric eye wrapping machines

Wrap-O-matic machines equipped with cutters controlled by Westinghouse electronic regulars may be used to wrap small items of irregular shape as well as uniform sized packages, according to the Modern Equipment Co. Not only does it afford high speed production and a paper saving, the company states, but it makes cleaner, neater packages with or without liners and has proved operating economy. The operation depends on the position of the paper rather than on the speed at which the paper is fed. The sensitivity of the electric eye assures an accurate cut. Full information may be obtained.

Synthetic adhesives

Polyvinol acetate emulsions which are said to have excellent adhesive properties between a wide variety of materials such as metals, cellulose products, leather, cork and cloth are offered by the R & H Chemicals Dept. of E. I. duPont de Nemours & Co. Full information about them and their uses will be furnished on application to the company.

Phosphorated oils

Phosphorated oils which are claimed to have numerous advantages over sulphonated oils in the making of cosmetics, emulsion products and as penetrants and wetting agents are announced by the Beacon Co. Further information about them is available for the asking.

Catalogs and Developments

Phosphorated oils are described in a leaflet issued by the Beacon Co. Those of especial interest are the sodium salts of phosphorated castor oil, phosphorated ricinoleic acid and phosphorated teaseed oil. They are useful as emulsifying agents, as dispersants and as penetrants and wetting agents. Comparisons with sulphonated oils are given. A copy may be obtained by writing to the company.

Kiefer patent 1,880,257, covering the method of cleaning bottles in their upright position with air, was sustained by the U. S. District Court and affirmed by the Circuit Court of Appeals recently. The rotary air cleaner, the TL combination bottle cleaner and filler, the duo blo bottle cleaner and the bottoms up bottle cleaner, made by the Karl Kiefer Machine Co. whose patent was upheld, are described and illustrated in a four-page folder which will be sent to anyone interested.

The economy of pre-finished metals is emphasized in a series of leaflets gotten out by the American Nickeloid Co. The mailing units tell why the company's metals are helping many manufacturers reduce costs and illustrate a number of items made from the metals. Copies may be had for the asking.

Raw materials for cosmetics, offered by Victor Levy, including specialties for beauty and barber supply dealers are listed in a folder which will be sent on request.

Glycols are treated in chemical group folder 2 issued by Carbide & Carbon Chemicals Corp. In the folder, ethylene glycol, several polyethylene glycols, propylene glycol and

dipropylene glycol are described and a table of reference data on commonly used physical constants and solubilities of these glycols is given.

Emulsifying with the fatty alcohol sulfates has just been issued by the Fine Chemicals Division of E. I. du Pont de Nemours & Co. It contains a discussion of emulsions and the characteristics of "Duponol" alcohol sulfate emulsifying agents. Sections of the booklet are devoted to solvent emulsions, oil emulsions, wax emulsions and special emulsions and sprays.

Pharmaceutical equipment manufactured by the F. J. Stokes Machine Co. is described in its 1940 catalog. It illustrates and describes a full line of single punch and rotary machines for making pharmaceutical tablets and specialties, granulators, mixers, dryers, coating and polishing pans, tube filling, closing and sealing machines, powder fillers, water still, etc. Various types of laboratory equipment and machines suitable for small-scale production purposes are described. Pages of factual information covering such subjects as tablet making procedure, preparation of granulations by the slugging method and other relevant subjects add to its value. A copy will be sent to anyone interested on request.

Arnold-Copeland Co. has moved to a new and larger factory at 368-374 Congress St., Boston, Mass.

Floor maintenance materials offered by the Franklin Research Co. are adequately described in folders which the company has issued for distribution among manufacturers. Copies are available for the asking.

Procurement planning, purchasing and contracting information have been assembled in a bulletin, revised as of August 1, which will be sent to anyone interested by the Bureau of Foreign and Domestic Commerce, Washington, D. C. It contains a list of field procurement planning offices of the War department, principal purchasing and contracting agencies of the department and typical commodities that it purchases; Navy department purchasing agencies and list of typical commodities purchased and maps showing field areas of the various Navy department procuring agencies and local purchasing offices.

Books to Aid You

PHYSICAL CONSTANTS OF HYDROCARBONS. *Volume 2, Cyclanes, Cyclenes, Cyclynes and other Alicyclic Hydrocarbons. Gustav Egloff. 6x9 in., 605 pages. Reinhold Publishing Co. 1940.*

The alicyclic hydrocarbons are available in nature to an enormous extent. A new chemical industry could well be developed based on cyclane chemistry. At the moment, as the author observes, a new chemical industry is being founded in the aliphatic hydrocarbons derivable from petroleum and natural gas. The chemistry of the cyclenes through essential oils and their polymerization has been studied through the years. The collation of the physical constants, melting points, boiling points, specific gravity and refractive index of the alicycle hydrocarbons has been made in order to facilitate research for chemical derivatives. The book is indispensable to chemists interested in the subject.

SOAP MANUFACTURE. *J. H. Wigner, Ph.D. 8½x5 in., 162 pages. 9 chapters. Chemical Publishing Co. 1940. Price, $4.*

This is a handbook for students and others engaged in the manufacture of hard soap. The matter is chiefly confined to the processes of soap boiling. Much information is given as to the real nature of the processes. The author has had broad experience and has evolved a method for controlling the process of soap boiling not dependent on rule of thumb or the experience of individual soap boilers but based on fundamental principles not generally known. The book also deals with allied processes in soap making.

HELPING PEOPLE BUY. *Eugene Whitmore. 9x6 in., 256 pages. Dartnell Corp. 1940. Price, $2.50.*

This book for salesman is designed to start where other books on selling leave off. It aims to tell the salesman the most important things he should do to get ahead; and it tells him in a frank, interesting way. An idea of the scope of the book may be had from the following contents: Millionaire Salesmen, Prospects are People, Let the Customer Use You, The Gift of Gab Delusion, What's Holding You Back?, Expense Accounts vs Swindle Sheets, The Boss Hopes You Make Good, Little Habits and Big Men, The Salesman and Advertising, The Credit Bugaboo, What's Your Competition?, You Can Be an Interesting Fellow, Showmanship in Salesmanship, Give 'Em Everything You Have, and Salesmen and Scientists Play Ball.

KOSMETISCHES PRAKTIKUM, *H. Janistyn, in German. Published by H. Ziolkowsky G.M.B.H., Augsburg 2, Germany. 322 pages, 5¼ x 7¼ inches. 1937, price RM 5.20.*

This is part of the series known as *Kosmetik der Haut,* written by the same author and previously reviewed in these columns. The present book is Part C and the latest of the group.

Quite an extensive section is devoted to colors and color lakes used in face powder and other cosmetic manufacture. Unfortunately, the author has chosen to retain the names given the colors by their respective suppliers rather than the Color Index Numbers. Formulas for the various face powder shades known as flesh, brunette, etc., are given, together with formulas for all sorts of rouge colors.

An extended review shows the relationship of mesh size to particle size. Formulas for face powder fixatives and powder perfumes total over a hundred. Recipes for American and European types of powders are numerous. About half of the book is devoted to every kind of cosmetic coming under the designation of powders, such as compact powder and rouge, talcum, etc.

About twenty-five pages describe the formulation and manufacture of depilatories. Thirty-five pages delve into the manufacture of shaving creams including formulas for many. Thirty odd more pages describe a miscellany of preparations for various skin affections. Bleaching preparations, face packs and masks, deodorants and anti-perspirants are all discussed.

Typical of the European books on the subject, and most especially those written by the present author, suppliers names and trade names are frequently used, a practice frowned upon in this country. This book is a review for the most part, but as such brings forward any number of new ideas in reviewing the material.

AMONG OUR FRIENDS

▸ Mme. Olga Pataky, originator of the Mme. Olga line of beauty essentials, spent the week of Sept. 16 in New York relative to restyling several items in the line. She conferred with packaging manufacturers and suppliers and made arrangements for the introduction of her line in the eastern area. The headquarters for the Mme. Olga Pataky Co. are in Philadelphia. The Mme. Olga cosmetic line is well known throughout the south and central states, where Mme. Olga Pataky is, herself, very well known, having been southern sales manager for Elmo for many years.

▸ Frederick Theile, president of P. R. Dreyer, Inc., New York, N. Y., returned from a four-weeks' business trip through the Middle West, Oct. 2. He remained in the city a short time and then left for the Pacific Coast where he is making an extended trip.

▸ Mrs. Enid Edson, who creates the packaging of Shulton toiletries, has returned from a six-weeks' trip in the West which included a boat trip from New York through the Panama Canal on the outgoing journey. According to Mrs. Edson, there is a wealth of inspiration in the West for designers.

▸ Harold Sherwood, founder and active head of the Sherwood Petroleum Co., Englewood, N. J., was host to all representatives of the company at a "get acquainted" dinner, Oct. 5. Under his leadership, the company has shown such marked growth in business and in personnel that it was felt that the members of the organization in various parts of the country would appreciate the opportunity of meeting and becoming better acquainted with their fellow workers. As expected, the dinner was a complete success.

▸ J. G. Fiedler of the Kelton Cosmetic Co., New York, N. Y., left Sept. 20 for a two-weeks' business trip to the Pacific Coast, which will include a visit to his coast office.

▸ Lloyd E. Smith of the Virginia Dare Extract Co., Brooklyn, N. Y., has been appointed chairman of the membership committee of the Flavoring Extract Manufacturers Assn.

▸ Miss Jean Milne Flamhaft, daughter of Dr. and Mrs. Harry Flamhaft, was married to Carl Albert at the Church of the Transfiguration, New York, N. Y., on the afternoon of Oct. 5. Dr. Flamhaft, president of United Laboratories, Inc., gave his daughter in marriage. Miss Vivian Flamhaft acted as her sister's maid of honor and Mrs. William P. Harding was matron of honor. A reception and wedding dinner followed the ceremony at the Ambassador Hotel after which the couple left for a honeymoon in Nassau. On their return they will make their home in New York. Miss Flamhaft is a graduate of the Berkeley Institute, the Julliard Institute of Musical Art and has also studied at the Curtis School of Music. Mr. Albert is an alumnus of Fordham University in the class of 1935 and of the Fordham Law School in the class of 1938.

▸ Jay H. Schmidt, manufacturing chemist, New York, N. Y., and Mrs. Schmidt celebrated the twenty-first anniversary of their wedding Oct. 1. Mr. Schmidt served in the 55th Engineers in France during the World War and shortly after being mustered out of the service the wedding took place in Cleveland, Ohio.

▸ Gilbert L. Wolfe has been appointed representative in central and upper New York State by the American Nickeloid Co.

▸ William L. Schultz, founder and president of Shulton, Inc., New York, N. Y., makers of Early American Old Spice and Friendship's Garden toiletries, was photographed as he stepped from an airplane, Sept. 11. He flew to Boston to attend the New England toilet goods show at the Parker House and a luncheon at which he met members of the Boston press.

W. L. Schultz leaving the plane in Boston

▸ L. Harold Brodrick of W. C. Ritchie & Co., is now located in attractive new offices in the Salmon tower, Fifth Avenue and 42nd Street, New York, N. Y. The offices are on the 43rd floor and offer an excellent view of the city. Provision is made for the display of containers and the entertainment of visitors; and a teletype provides prompt communication with the main offices in Chicago.

▸ J. L. Hindle, founder and vice-president of Standard Synthetics Inc., New York, N. Y., has returned from a three weeks business trip during which he renewed contacts with customers in Boston, Rochester, Buffalo, and many other cities. Mr. Hindle also visited Canada and Niagara Falls. In July he visited the branch office of Standard Synthetics Inc. in Chicago and also a few days were spent calling on customers in St. Louis. Gratifying results are reported regarding the increased business received from this territory.

▸ Charles Lloyd Fischbeck of P. R. Dreyer, Inc., New York, N. Y., was married to Miss Edith Caroline Southgate at the First Presbyterian church, East Orange, N. J., Oct. 10. The bride is the daughter of Mr. and Mrs. Rodney William Southgate and the bridegroom is the son of Mr. and Mrs. Charles Fischbeck. Mr. Fischbeck, who completed his fourth year with the organization on Oct. 6, is manager of the Flavor Division. He is continuing his evening studies at New York University for the fourth year. His studies this year include selling, psychology, logic.

▸ LeRoy Root of the Scoville Mfg. Co., has been appointed to represent associate members with the Executive Board of the Toilet Goods Assn. At the annual meeting, a resolution was adopted authorizing the appointment of a representative of the associate members to meet upon request with the Board whenever matters concerning the interests of the associate members were to be discussed.

▸ Philip Fred Hymes, son of Jacob Hymes of Lewis Hymes Associates, New York, N. Y., has entered New York University where he is specializing in the study of chemistry.

▸ John A. Bouton, who contributes articles on flavoring to THE AMERICAN PERFUMER, is receiving the congratulations on the arrival of a son.

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NEWS and EVENTS

Retail Dry Goods Assn. begins work to prevent price rises

Direct mobilization of the personnel of the country's department and specialty stores to protect public purchasing power during the period of national defense preparations has been launched by the National Retail Dry Goods Assn. in an appeal to its 5700 member stores to obtain the signatures of their buyers on a "Buyer's Pledge," enlisting their active participation in a continued drive to prevent unreasonable and unjustified increases in prices in the months ahead.

The pledge in part reads as follows:

1. I will vigorously resist any price advances in the wholesale market which seem to me without justification.
2. I will promptly report to my superiors in the store any price increase which seems unreasonable.
3. I will report efforts by manufacturers and their salesmen to stampede me into buying unusual quantities by talk of shortage.
4. I will not speculate in merchandise.
5. I will not place "blank check" orders but will insist on the quotation of a firm price.
6. I will instruct my salespeople not to talk to their customers about threatened shortages and forbid them to urge consumers to "Buy now before prices go up."

Refunds predicted on cosmetics taxes

Manufacturers of cosmetics who have been paying excise taxes, based on the Revenue Act of 1932, on the wholesale price of articles are entitled to a refund from the Government where such price included advertising and selling expenses, according to an interpretation of the decision handed down recently by the United States Circuit Court of Appeals in the Campana Corporation case, made by Hugo Mock, counsel for the Toilet Goods Association.

The Campana Corp. originally operated under a single company set-up, but about a year after the passage of the excise tax its owners formed a new corporation called Campana Sales Co. The original corporation continued as the manufacturing company and sold its entire output to the sales company at a price representing cost of manufacture plus 39 per cent.

The manufacturing company paid the tax on the basis of its sales prices to the sales company. Legal action seeking an additional assessment was brought by the Collector of Internal Revenue to the Court of Appeals, which held that, while the sales between the manufacturing and selling companies were not at "arm's length," the advertising and selling expenses could properly be deducted from the selling price, Mr. Mock pointed out.

Puritan Cosmetics, Inc. assigns for benefit of creditors

The Puritan Cosmetics, Inc., St. Louis, Mo., has made an assignment for the benefit of creditors so as to liquidate the assets and settle with the Government for an unpaid cosmetic tax lien of $35,000, allowing any remaining assets to be distributed among general creditors. Ben G. Landau is trustee.

Display signs taxed under New York City occupancy tax

The secretary of the Drug, Chemical & Allied Trades Section of the New York Board of Trade held a conference with enforcement officials on the New York City occupancy tax Sept. 20.

Broadly speaking, it is the intention to charge a fee of $1.00 per premise per year for any manufacturer who uses premise for a gainful purpose such as the display of signs advertising the sale of his product. It is immaterial whether the sign be inside or outside the store or whether it be wholesale or retail. The only exemption allowed is when the sign is not displayed for more than 30 days in any fiscal year.

Retail "loss leader" selling becoming menacing problem

Retail "loss leader" selling of food products is becoming more menacing, according to Paul Willis, president of the Associated Grocery Manufacturers of America. The best approach to the elimination of loss leader selling, he contends, is through the enactment of the unfair sales bill proposed by the Food and Grocery Conference Committee. After it is enacted, distributors in each state must provide machinery for its enforcement. The products of manufacturers operating under fair trade laws are being featured less and less in the advertising of grocers since fair trade became operative. Instead, items not price fixed are featured as they can be price cut.

Right to use of word "cola" to be determined by court

The trade mark status of "cola" is expected to be definitely settled as a result of the suit of the Coca-Cola Co., Atlanta, Ga., vs the Nehi Corp., Columbus, Ga., in the chancery court, Wilmington, Del.

The Coca-Cola Co. seeks to restrain the Nehi Corp. from use of the word "cola" and also charges that the company has represented to the trade that Royal Crown Cola is the same mixture of the same ingredients as Coca-Cola but that the former provides a wider profit margin. The Coca-Cola Co. also claims that in an agreement entered into in 1923 the Nehi Corp. agreed to abandon the word "cola." The real question at issue in the suit, however, is whether "cola" is a generic or a coined word. Nehi Corp. claims that it is the name of a tropical nut known as such for centuries. Coca-Cola claims the word is fanciful and that its exploitation of the name has given it exclusive ownership of the name. At the trial it was shown that the company spent $102,751,657 in advertising since 1892.

FDA seizes 179 cartons of eye lash and brow coloring in August

The Food and Drug Administration in its report for the month of August lists the seizure of 179 cartons of eye lash and brow coloring which was found to contain toluylenediamine, a poisonous, unpermitted coal-tar color which might render the article injurious to users under the conditions prescribed in the labeling and under such conditions of use as are customary or usual.

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Amirol-Admiracion Sales Corp. files petition in bankruptcy

Termination of the franchise contract granted by Admiracion Laboratories, Inc., to the Amirol-Admiracion Sales Corp. of Newark, N. J., was announced Sept. 18 by Charles P. Gulick, president and chairman of the board of the National Oil Products Co., Harrison, N. J., parent company of Admiracion Laboratories, Inc.

The Amirol-Admiracion Sales Corp. has ceased operations and has filed a petition in bankruptcy. Mr. Gulick stressed that there never has been any financial interest either on the part of National Oil Products Co. or Admiracion Laboratories, Inc., with the Amirol-Admiracion Sales Corp., the latter named company being separately owned and operated as a distributing agency only.

Amirol-Admiracion Sales Corp. distributed Admiracion to the professional field only, Mr. Gulick explained. Hereafter, this field will be supplied by Admiracion Laboratories directly.

Louisiana reduces registration fees for cosmetics and drugs

Registration fees in Louisiana for cosmetics, drugs and foods have been reduced from $5 per product to $2.50; and from $100 for twenty or more to $50. The reductions are retroactive to August 1.

W. C. Ritchie and Co. dedicates new addition to Chicago plant

At appropriate ceremonies, the new $250,000 addition to the plant of W. C. Ritchie and Co., Chicago, Ill., was dedicated September 10 by R. H. Ritchie, president. Executive and general offices, as well as many operations involved in the manufacturing of set-up paper boxes, fibre cans and transparent packages, have been transferred to the new building.

T. K. Almroth, Jerome Curran and E. J. Solon examine new containers made of Duraglas

Number of independent drug stores decreasing

Between 1929 and 1935, the number of independent drug stores decreased from 54,732 to 52,953 while chains increased in number from 3526 to 3744. The chains percentage of the total drug store business increased from 18.5 per cent in 1929 to 25.7 per cent in 1935.

New technique in glass making to create more durable containers

A new technique in glass making, called Duraglas, which is said to result in a stronger and more durable container than was heretofore possible to produce, has been announced by William E. Levis, president of the Owens-Illinois Glass Co. Introduction of Duraglas containers will be launched first in markets embodying products in which container re-use is in effect because of the increased economy made possible by more durable bottles. These fields include beer and soft beverages.

Institute of Standards proposes new "verified" labels

Verification of statements made on product labels will be undertaken by the Institute of Standards as a means of affording manufacturers an opportunity to present consumers with authenticated, factual information in cases where product standards do not exist.

The new phase of the Institute program will be conducted within the framework of the original plan, which calls for cooperative effort on the part of manufacturers, consumers, publishers and technicians in the development of standards for consumer goods.

Authentication of the label specifications will entitle the manufacturer to use of the Institute's "Verified Label" symbol. Provisions will be made for periodic tests to assure continuation of the product's conformance with label specifications.

BIMS mobilize for final jamboree of 1940 season

The final jamboree of the 1940 season was enjoyed by the BIMS at the Ridgewood Country Club, Ridgewood, N. J., Oct. 8. As usual, a dinner in the clubhouse followed the afternoon on the golf links. It is expected that a dinner will be held during the winter.

W. C. Ritchie and Co., Chicago, now occupy new $250,000 addition dedicated September 10

Participants in the Chicago-Detroit golf tournament, won by Chicago, are shown in informal poses during the match, September 13

Sixth annual Detroit-Chicago golf tournament held

The inter-city golf match between the Allied Drug & Cosmetic Assn. of Michigan and the combined Chicago Drug & Chemical Assn. and Chicago Perfumery, Soap and Extract Assn. was held September 13 at the Olympia Fields Country Club. Previously, Detroit had won three and Chicago, two, so the result, a win for Chicago, evened the series between the two groups.

The Detroit delegation was led by the following officers: Walter Daniel, of Parke-Davis & Co., president; A. S. Bedell, of Beauty Counselors, Inc., vice-president; and Maison G. deNavarre, of Maison G. deNavarre and Associates, secretary.

In charge of the arrangements were Joseph A. Gauer, Chicago manager for Fritzsche Brothers, Inc., and for Detroit, W. I. MacDonald, of Harry Holland & Son. Most of the visitors arrived the evening of September 12 and were taken to the Stevens Hotel in Chicago for a reception.

The next day at the Olympia Fields Country Club, the tournament was run off, followed by dinner which 85 attended. Robert Hereford, Chicago manager of the Kimble Glass Co., presided. Charles L. Drum, Western district manager of the Owens-Illinois Glass Co. and president of the Chicago Drug and Chemical Assn. and Harry L. Elwell, president of the Pennsylvania Oil Co., golf chairman for the perfumers group, responded to the speeches of the Detroit officers.

Prizes were awarded as follows:

Class A: First, Harry Larson; second, David K. Olin; third, Ray Vicary; fourth, James Leavitt; fifth, B. Walmsley. *Class B:* First, A. J. Ratz; second, H. J. Edmon; third, G. Snyder; fourth, Walter Johnson; fifth, G. Carlysle. *Class C:* First, W. Elliott; second, W. I. MacDonald; third, Donald Melville; fourth, R. K. Snow; fifth, R. Stoddard. *Class D:* First, W. Russell; second, Joseph Wolff; third, Walter Daniel; fourth, A. S. Bedell; fifth, Robt. Gugler. *Guests:* First, G. Comerford; second, C. H. Taylor; third, F. K. Thayer; fourth, G. Driscoll; fifth, Harold Cummings; sixth, H. Dunning; seventh, D. Sappenfield; eighth, O. A. Nelson; and ninth, H. J. Hoole.

Dr. West's new dentifrice launched October 12

Weco Products Co., Chicago, introduced its new dentifrice, Vray, October 12, in national publications. According to the company the new dentifrice is neither a liquid, paste nor powder, but "an entirely new discovery combining the surging cleansing action of a liquid dentifrice with the polishing power of a paste or powder."

The company, while expressing the conviction that Vray will live up to every claim made for it, is also partial to its graceful new container, which is weighted at the base.

Some of the Chicago and Detroit players in the sixth inter-city match are shown just prior to teeing off at Olympia Fields Country Club

Creditors of Leigh Chemists, Inc., to hold final meeting Oct. 21

A final meeting of creditors of Leigh Chemists, Inc., bankrupt, will be held October 21 in room 129, U. S. Courthouse, Foley Square, New York City. The trustee's report and account will be considered and passed upon.

Drug, Cosmetic and Chemical Credit Assn. to change by-laws

The Drug, Cosmetic and Chemical Credit Men's Assn. considered a proposal at the first autumn meeting to amend the by-laws relating to new members. The proposal will be voted on at the October 17 meeting.

Far Eastern situation outlined for Canadian toilet goods men

At the October 7 luncheon meeting of the Canadian Toilet Goods Manufacturers Assn. Dr. R. B. McClure, who recently returned from Japan and China, spoke on "The Far Eastern Issue and Its Bearing on the Canadian Manufacturer." The affair was arranged by James Patterson. Thanks were voted to James Housley for the success of the Mississauga golf meet and dinner.

Best opportunities for research chemists defined by manufacturers

The Research Advisory Service, maintained as a voluntary aid to industry by a group of leading banks throughout the country, has just completed a survey among business leaders, to find out what they need most that industrial research might supply.

The suggestions included the following: A material, which, when incorporated into soap, would permit the latter's use in hard water without scum formation; a means for purifying talc to remove iron oxide; a chemical substitute for saponine would be welcomed by manufacturers of soda fountain syrups and other industries using it to obtain a foamy, creamy, top; a nontoxic substitute for ethyl alcohol for use in flavoring extracts and food products.

Anti-trust investigation started by complaints in trade itself

The Department of Justice is studying records of 165 companies and organizations in the drug and cosmetic industries. The men doing the work include 14 men from the Department of Justice and Federal Bureau of Investigation. The data totals about 16 tons. It is hoped to complete the study of the data by Dec. 1. The Government is not ready as yet to present any cases in court but there are a number of *prima facie* cases which cast suspicion on certain practices. Most of the complaints came from persons and groups actively engaged in the industry and the balance from consumers.

G. W. Beeman, president of Beauty Counselors, Inc., lays cornerstone for new building

Beauty Counselors, Inc., to erect new quarters in Grosse Pointe, Mich.

G. W. Beeman, president of Beauty Counselors, Inc., laid the cornerstone for the new and larger headquarters of the company, at Cadieux and Mack Avenues, Grosse Pointe, Mich., on September 5. A can containing the orders received that day was sealed in with the cornerstone. Speakers included N. P. Neff, representing Mayor M. P. Rumney, of Grosse Pointe, Mr. Beeman and Mrs. Hilda Hall, vice-president of the company. There were nine guests of honor.

Don Juan begins campaign on new atomized face powder

Don Juan, Inc., New York, N. Y., has launched a national sales campaign on its new "atomized" face powder and its lipsticks.

William Moore retires from Dodge & Olcott Co. after 54 years

After 54 years of devoted and invaluable service to Dodge & Olcott Co., William G. Moore, manager of their Chicago branch office, retired on Sept. 30. It is his intention to move to his Florida home in Bradenton where he will pass at least nine months of every year and where he can enjoy a well earned rest.

On Sept. 19 a dinner was given in his honor by Dodge & Olcott Co. at the Hotel Lafayette, New York City, and many tributes to his loyalty, industry and unfailing geniality were voiced in the most affectionate terms. He will be greatly missed by a host of friends and acquaintances in the essential oil and allied trades. F. S. Topper, who has worked with Mr. Moore in Chicago for a long time, will assume the managership of the Chicago office.

Mr. Moore started working in the old William street store of Dodge & Olcott and before many years had elapsed he showed very plainly the characteristics and general ability which forecast great success as a salesman. He covered upper New York state and Eastern Canada before becoming manager of the Chicago branch in 1919 and for many years held the office of second vice-president of the company. He was one of the few remaining men in the organization who personally knew and worked under Richard J. Dodge, who in turn had become associated with the house prior to 1830 and who was the grandfather of Francis T. Dodge, now president of the company.

Eyelash dye manufacturer sent to jail for violating regulations

The Federal court in Philadelphia has imposed a three months jail sentence on LeRoy K. Payne, trading as Andree Laboratories, Coatesville, Pa., for shipping a paraphenylenediamine eyelash dye in violation of F. D. A. regulations and the food, drug and cosmetic law. Prior to the conviction, he was warned by the F. D. A. but did not heed the warning.

Must fight to retain fair trade druggists told at convention

Because fair trade has not brought a sudden and complete Utopia in the drug business and has not made all druggists prosperous, some are losing faith, John Dargavel, secretary of the National Assn. of Retail Druggists, stated at the New York convention.

Albert Fritz, retiring president, pointed out that neither major party had endorsed the fair trade principle nor promised to retain legislation on the books. The industry must fight to keep fair trade it was pointed out. S. J. Watkins, Cora, Ala., was elected president; E. S. Bellis, New York, vice-president and John Dargavel, secretary.

What the man marketing clinic of Board of Trade aims to do

The man marketing clinic of the Young Mens' Board of Trade, 41 Park Row, New York City, began its weekly sessions October 7. The clinic is designed to show an individual how to sell his experience as a service; how to dig out his hidden assets; how to see himself as others see him; and how to pick his job and land it.

U.S.I. ALCOHOL NEWS

October ★ A Monthly Review of Technical Developments for Chemists and Executives ★ 1940

SUPER-PYRO ANTI-FREEZE SUPERIOR

Tests Show It Surpasses Methanol

Since exhaustive tests made by an impartial laboratory prove that methanol anti-freeze loses its protection at a much faster rate than Super PYRO, U.S.I. for the 1940-41 winter season recommends that motorists use its Super PYRO anti-freeze for better and more economical protection.

Retailing for $1 a gallon, Super PYRO is advertised to protect most cars in most climates for the entire season at a total cost of $1.50. For example, a 1940 Buick with 3½-gallon radiator capacity at —10° F. would require 1½ gallons of Super PYRO costing $1.50. Most cars have thermostatically controlled cooling systems; therefore very little, if any, replacement has to be made during the winter.

According to a certified report of an independent research organization, ". . . the rate of anti-freeze protection loss is 2.6 times faster with methanol than with Super PYRO . . ." After repeated hourly observations, under conditions duplicating those of a cooling system, with the engine shut off and the temperature rising to 180° F., 22.2 milliliters of methanol had distilled off, but only 8 milliliters of Super PYRO. It was found, too, that the freezing point of Super PYRO was lower than that of methanol, also that even with only 7% mixture of Super PYRO no solid freeze can occur in the cooling system to cause costly and dangerous failures.

Thousands of billboards reaching 16,000,000 motorists in over 500 cities and towns will be employed this fall to advertise the "No Boil-Away" feature of Super PYRO.

Tests conducted by an independent laboratory indicate clearly the superiority of Super PYRO. It was found that the rate of anti-freeze protection loss is 260% faster with methanol than with Super PYRO. Super PYRO offers the motorist better, more economical protection.

U.S.I. PURE ALCOHOL CHOSEN BY MANY LEADING HOSPITALS

Exceptionally high quality of U.S.I. Pure Alcohol is the chief factor in its wider use by leading hospitals. Because U.S.I. Pure Alcohol exceeds U.S.P. standards, it is preferred also by the manufacturers of drugs, pharmaceuticals, and food flavorings, and by scientific and research institutions. Ample stocks of U.S.I. Pure Alcohol are carried in conveniently located warehouses.

TECHNICAL DEVELOPMENTS

For further information write U.S.I.

A perfume oil has a floral-spicy fragrance, dissolves readily in mineral and sulfonated oils and in alcohol-water mixtures, is useful in hair preparations and many cosmetic preparations, according to the maker. **(No. 380a)**

A heavy permanent waving oil is said to penetrate readily and produce tight curls of high luster. Available also in heavy cream form suitable for packaging in tubes, it is reported. **(No. 381a)**

Alcohol odor in perfumes and toilet waters is removed by a new product without affecting the fragrance of the perfume oils used, it is claimed. **(No. 382a)**

A synthetic wax is described as self-emulsifying in alkaline, acid, and neutral mediums, stable in the presence of many acids and a number of electrolytes, such as aluminum sulphate. **(No. 383a)**

A bergamot substitute is said to duplicate the odor of the natural product very closely, to have a higher odor value on a pound basis, and to be suitable for partial or complete replacement. **(No. 384a)**

A filling machine is reported to handle liquids, semi-liquids, and pastes in unit capacities ranging from 2 ounces to 5 gallons. **(No. 385a)**

White neoprene gloves are said to be especially suitable for use in the cosmetic, pharmaceutical, and food industries. Maker says that they resist deterioration by oils, fats, greases, and acids. **(No. 386a)**

A vegetable stearic acid is said to be very pure, edible, suitable for use in drugs, cosmetics, foods. **(No. 387a)**

ASTRINGENCY OF ALCOHOL USEFUL IN AFTER-SHAVES

Astringent properties necessary in after-shave lotions are easily obtained by the use of alcohol. At the same time, alcohol contributes antiseptic properties, acts as a solvent for other ingredients, and by its rapid rate of evaporation produces a desirable cooling effect.

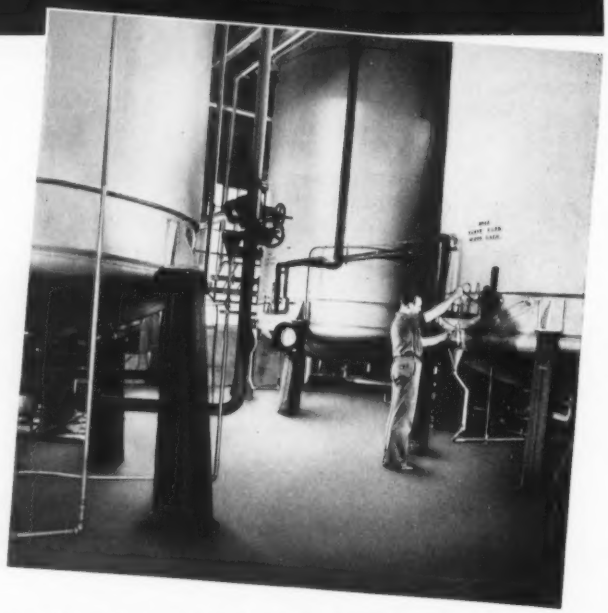
FERMENTATION CONTROL GUARDS QUALITY OF U. S. I. ALCOHOL

NO. 4 OF A SERIES ON THE CONTROL AND TESTING OF U.S.I. ALCOHOL

FIRST step in the actual manufacture of alcohol, the fermentation process is carried out by U.S.I. under carefully controlled conditions that safeguard alcohol quality. The molasses is made into mash with the acidity adjusted to the value necessary for satisfactory yeast performance. The yeast cultures developed under laboratory control are added to mash sterilized to prevent the entry of alien yeasts. The fermentation process is carried out under precisely regulated temperature conditions—and the products of fermentation are tested before they pass to the stills for rectification and purification.

This constant supervision at every step in production assures *you* of the alcohol qualities you need in your product. U.S.I.'s skill and experience in alcohol manufacture help you to formulate products that will please your most discriminating customers.

U. S. INDUSTRIAL CHEMICALS, INC.



(Above) **Yeast cultures are added to sterilized mash in these tanks holding more than 11,000 gallons. Samples are drawn from the tank for a final check by the laboratory before fermentation begins.**

(Above) **Mixtures of molasses and yeast are fermented in the first step in alcohol production. Each of U.S.I.'s 18 fermenters has a capacity of 134,000 gallons.**

(Left) **The product of fermentation contains about 8½% alcohol. Samples are drawn from the fermenters and tested by the laboratory for acidity and alcohol content.**

TECHNICAL ABSTRACT SECTION

OCTOBER 1940

The brief abstracts listed in this section provide you with a convenient key to the current scientific literature of the world on perfumes, cosmetics, toilet preparations, soaps, etc.

A—Analysis
B—Perfumes
C—Essential Oils
D—Cosmetics General
E—Deodorants
F—Depilatories
G—Creams General
H—Emulsion
I—Face and Other Powders
J—Make-up
K—Shampoo
L—Soaps
M—Dental Preparations
N—Antiseptics
O—Hair Preparations
P—Sun tan Preparations
Q—Miscellaneous
R—Oils and Fats
S—Shaving Preparations
T—Skin Absorption
U—Dermatitis
V—Manicure Preparations
W—Wetting and Foaming Agents
X—Permanent Waving Preparations
Y—Flavors

Compiled by Maison G. deNavarre, Technical Editor of The American Perfumer * * *

THE AMERICAN PERFUMER

A Analysis

4-Aminodiphenylamine, *Separation and Determination of,* I. S. Shupe, *J. Assoc. Off. Agr. Chem.*, **23**, *161, 1940.* The author suggests a method for separating, identifying and quantitatively determining 4-aminodiphenylamine in the presence of various amino compounds. Quantitative data regarding recovery are included. The compound is commonly found in hair dyes.

Alcohol in Dilute Aqueous Solutions, *Determination of,* R. Skrabal, *Z. anal. Chem.* **119**, *222, 1940.* A modified Fischer and Schmidt method is described. Alcohol is esterified with potassium nitrite in atmosphere of carbon dioxide and acetic acid. On heating to 60°C the ester volatilizes and will liberate equivalent amounts of iodine from potassium iodide solution. The iodine can then be titrated quantitatively. Suitable apparatus is shown. (Through *C.A.* **34.**)

Analysis of Cationic Surface Active Agents of Trivalent Nitrogen Type, R. Hart, *Ind. & Eng. Chem. anal. ed.*, **12**, *400, 1940.* (See item under Section W.)

Analysis of Commercial Fats and Oils, Report of A.C.S. Committee, *Ind. & Eng. Chem. anal. ed.*, **12**, *379, 1940.* (See item under Section R.)

Barium Sulfate in Lithopone, I. T. Tarenenko, *Caoutchouc and Rubber, U.S.S.R.* **1940**, *No. 2, 31.* Lithopone is boiled with 2 N HCl for not less than 35-40 minutes, dissolving the zinc oxide and sulfide. Barium chloride is added during boiling to prevent solubility of barium sulfate. (Through C.A. **34.**)

Benzoic Acid, *Little known reaction of,* N. Schrool, *Pharm. Weekblad* **77**, *425, 1940.* As little as 0.1 mg of sample is evaporated to dryness with drop of HNO_3. The residue is treated with a few drops of water, transferred to test tube to which is added a small quantity of 4N NaOH. The nitrated benzyl alcohol produced is reduced with 10 per cent $SnCl_2$ in 4N HCl, a small piece of aluminum added, the mixture cooled and allowed to stand 15 minutes. A few drops of one per cent sodium nitrite solution is added and the mixture is poured into a test tube containing an alkaline solution of b-naphthol. An azo dye is produced. (Through *C.A.*)

Cinnamon and Cassia, *Determination of, in form of powder,* A. H. Saber, *Quart. J. Pharm. Pharmacol.* **13**, *14, 1940.* The area of fibers per gram of the powdered bark is a good criterion of purity. The area of fibers of cinnamon is in direct proportion with its quality and grade. Details of the technique are given. (Through *C.A.*)

Color Test for Elementary Sulfur, H. Sommer, *Ind. Eng. Chem. Anal. Ed.* **12**, *386, 1940.* Pyridine is used to dissolve the sulfur. When the solution is rendered alkaline with sodium hydroxide, a blue, green, olive-brown or brown red color is produced. As little as 0.1 mg sulfur per *cc* of solution can be detected in this manner.

Color Test for Ketones, S. M. Efros, *Trudy LKKhTI, No. 7,123, 1939.* A solution of potassium ferrocyanide with ammonium molybdate gives a brown color with some ketones. The test is suitable for detecting acetylacetone in the presence of other ketones. (Through *C.A.*)

Determination of Alcohols, *Linalool,* W. H. Simmons, *Perf. & Ess. Oil Record*, **30**, *347, 1939.* The method used is based on Glichitch technique in which the alcohols are esterified with formic acid and acetic anhydride, forming the formates which are then determined by saponification. (Through *J.A.Ph.A.*)

Determination of Camphor, *In Camphor Liniment,* S. M. Berman, *J. Am. Pharm. Assoc.*, **29**, *120, 1940.* Description of an accurate and simplified method of volatilizing the camphor, from a boiling water bath in a current of air. In 24 determinations a recovery of 99.75 per cent was obtained.

Determination of Sterols, V. V. Oppel and A. A. Grigor'eva, *Biokhimiya*, **3**, *175, 1938.* Intensity and shade of color produced in the Liebermann-Burchard method is dependent on solvent used. Chloroform is preferred to benzene. Intensity of color of a mixture of sterols is the sum of the intensity of each individual sterol. (Through *C.A.*)

Determination of Thioglycollates in Depilatories, E. M. Hoshall, *J. Assoc. Off. Agr. Chem.* **23**, *727, 1940.* (See item under section F.)

Determination of Zinc in Eye Drops, V. M. Cherkasov, *Farmatsiya*, **1939**, *No. 1, 13.* To 5 cc of eye drop, add 5 cc of 12N sulfuric acid, 2 grams ammonium sulfate, and 4-5 drops of a 0.25 per cent solution of diphehylaminesulfonic acid and titrate slowly with vigorous shaking, at 60-70°, with a solution of 4.2234 grams $K_4Fe(CN)_6.3HO_2$ and 0.15 grams of $K_4Fe(CN)_6$ per liter. One cc of reagent is equal to 4.31 milligrams of zinc. (Through *C.A.*)

Ester Value of Pharmaceuticals, *Estimation of,* B. Bobranski and A. Kowalewska, *Acta Polon. Pharm.*, **2**, *279, 1938.* Berg's modification of estimating saponification value gives higher values because of more complete saponification. Berg uses more active solvent such as alcohol-xylene mixture and heating over wire gauze instead of on a water bath. (Through *C.A.*)

Methods of Analysis for p-Aminophenol, p-Methylaminophenol and o-Aminophenol, I. S. Shupe, *J. Assoc. Off. Agr. Chem.* **23**, *721, 1940.* (See item under Section O.)

Olive Oil and Other Oils, *Their behavior with antimony trichloride,* W. H. Dickhart, *Am. J. Pharm.*, **112**, *131, 1940.* (See item under Section R.)

p-Phenylenediamine in Hair Dyes, *Method of Estimation and Identification,* J. T. Field and J. H. Cannon, *J. Assoc. Off. Agr. Chem.* **23**, *717, 1940.* (See item under Section O.)

Preservation of Sodium Thiosulphate Solutions, F. J. Kirkish, *Chemist Analyst*, **29**, *68, 1940.* Chloroform is suggested as a stabilizer but its effectivness lasts only about three and a half months, requiring a new solution at that time.

Quantitative Determination of Certain Polyalcohols in the Presence of Each Other, N. Allen, H. Y. Charbonnier and R. M. Coleman, *J. Ind.*

& Chem. anal. ed. **12**, *384, 1940.* The method is based on use of periodic acid in determination of ethylene glycol and glycerine in presence of each other. A qualitative test for distinguishing between the two is suggested along with a method for investigating unknown solutions of polyalcohols. All methods described have been in use for several years.

Report on Flavors and Non-Alcoholic Beverages, J. B. Wilson, *J. Assoc. Off. Agr. Chem.*, **23**, *572, 1940.* (See item under Section Y.)

Separation and Determination of 2, 4-Diaminodiphenylamine, I. S. Shupe, *J. Assoc. Off. Agr. Chem.* **23**, *719, 1940.* (See item under Section O.)

Sulfate in Sulfite, Bisulfite and Thiosulfate, *Method of determination,* M. A. Portnov and Yu. N. Chepelkin, *Zavodskaya Lab.* **8**, *561, 1939.* The benzidine method determines sulfate in sulfite, bisulfite and thiosulfate. The last three can be determined in about one hour in the mother liquor by the method of Kurtenaker-Wollak. (Through *C.A.* **34.**)

B Perfumes

Aliphatic Aldehydes and Acetals, *Their Synthesis and Use in Perfumes,* E. L. Saul, *Drug Trade News* **15**, *No. 20, 33, 1940.* A review of the origin, method of producing and properties of certain acetals. To be continued.

Ambergris, J. Charier, *Soap, Perf. & Cosm.* **13**, *376, 1940.* Ambergris does not come exclusively from one kind of whale. Amber is originally black, turning drier as it becomes lighter in color. Smaller pieces found are lighter in color and of greater odor value. The formation, construction of the large lumps and composition have yet to be completely known.

Bieugenol in Commercial Geraniol, H. A. Jones and H. L. Haller, *J. Am. Chem. Soc.*, **62**, *2558, 1940.* The gelatinous precipitate found in commercial geraniol prepared from Java citronella oil was found to be zinc bieugenol. The zinc probably came from contamination by the galvanized surface of drums in which geraniol is stored. Bieugenol is present as such in commercial geraniol and forms the zinc salt by heating.

b-Phenyl Ethyl Alcohol, *U. S. Pat. No. 2,185,141.* b-haloethylbenzene is hydrolyzed with an aqueous inorganic alkali which when mixed with water raises the pH to 7.5 -11.5.

Calamus, *Volatile Oil Content of,* Item 367, *Bull. Nat. Formulary*, **7**, *224, 1940.* (See item under Section C.)

Coumarin, *U. S. Pat. No. 2,204,008.* Manufacture of coumarin.

Coumarin *from phenol and fumaric acid,* A. A. Shmuk, *Vsesoyuz. Nauch-Issledovatel, Inst. Tabach. Makhoroch. Prom. No. 140, 45, 1939.* The phenol and fumaric acids, produced as a by-product of production of citric acid from makhorka, are used to produce coumarin by a method described. (*Through C.A.*)

Coumarins, *Synthesis of,* H. Huzikawa and S. Inoue, *J. Pharm. Soc. Japan* **60**, *181, 58, 1940.* Orcyladehyde, anhydrous sodium acetate and glacial acetic acid heated in a closed tube at 190° for five hours, produced a hydroxy and acetoxy coumarin. Other coumarins can be similarly prepared. (Through *C.A.* **34.**)

Cyclic Esters, *U. S. Pat. No. 2,209,019.* Method of producing cyclic esters.

Homojasmone, A. Verley, *Drug Trade News*, **15**, *No. 20, 42.* Differing from jasmone by possessing an additional methyl group, the new substance is called homo-jasmone. From the perfume point of view, the new material is equal to jasmone.

Lavender Perfume, anon., *Seifens. Ztg.* **67**, *154, 1940.* A formula particularly useful for shaving soap is made from lavender oil 150, spike oil 50, African geranium 125, bergamot 150, coumarin 25, lemon oil 50 and 20 of musk solution. Another formula is made from lavender oil 400, spike oil 150, rosemary oil 85, benzoin infusion 100 and artificial musk 20 parts. (Through *Soap.*)

Octyl Alcohol, *Pure, Preparation of,* G. I. Mikhailov, O. Nikolaeva and V. F. Bel'skaya, *Org. Chim. Ind., U.S.S.A.*, **6**, *594,1939.* Heracleum oil is oxidized with potassium permanganate to remove unsaturated compounds, hydrolyzed with potassium hydroxide, distilling of the hydrolyzate with steam, drying of the non-aqueous layer with final fractionation to give a yield of 60 per cent octyl alcohol. (Through *C.A.*)

Oil Citronella, *From Sicily,* F. Sorges, *Chim. Ind. Agr. Biol.*, **16**, *21, 1940.* (See item under Section C.)

Quinolines, *U. S. Pat. No. 2,211,538.* Synthesis of quinoline derivatives.

Soap Perfuming, T. Ruemele, *Deut. Parf. Ztg.*, **25**, *141, 1939.* A discussion of the uses of some primary, secondary and tertiary alcohols in perfuming soap.

Soap Solutions, *Solvent properties of and some applications of,* H. K. Dean, *Soap, Perf. & Cosm.*, **13**, *266, 1940.* (See item under Section Q.)

Solid Perfumes, *Notes on their composition,* H. S. Redgrove, *Perf. & Ess. Oil Record*, **31**, *24, 1940.* A review with notes on composition. (Through *J.A.Ph.A.*)

Thyme Oil, *Volatile,* Item 367, *Bull. Nat. Formulary*, **7**, *226, 1940.* (See item under Section C.)

C Essential Oils

Balsam Peru, E. Guenther, *Drug & Cosm. Ind.*, **47**, *26, 1940.* A survey giving the history, botany, growth of trees, geography, producing seasons, production and purification of the balsam, physical and chemical properties and notes on adulteration.

Calamus, *Volatile Oil Content of,* Item 367, *Bull. Nat. Formulary*, **7**, *224, 1940.* The oil is determined by the Clevanger method. Constants of the oils isolated are determined and given. A wide variance in results has been found.

Ceylon Citronella, E. Guenther, *Soap*, **16**, *No. 9, 30, 1940.* A review of the history, botany, commercial types of citronella oil, producing

regions, planting, distillations, yield and economic set-up. To be continued.

Determination of Alcohols, *Linalool,* W. H. Simmons, *Perf. & Essen. Oil Record,* **30,** *347, 1939.* (See item under Section A.)

Fenugreek Seed Oil, H. A. Schuette, M. A. Cowley, H. A. Vogel and M. M. Mueller. *Oil & Soap,* **17,** *122, 1940.* A comparison of various analytical constants. Some new values are included. The separated fatty acids show the following percentages of each: palmitic 7.3, stearic 2.4, arachidic 0.9, behenic 0.6, oleic 21.0, linoleic 37.0 and linolenic 19.

Grapefruit Seed Oil, A. J. Nolte and H. W. von Loesecke, *J. Ind. & Chem.,* **32,** *1244, 1940.* A description of commercial practice as it is in Florida. While the crude oil is bitter tasting it may be easily refined. Physical properties of refined and "wintered" refined oils are given.

Oil Citronella, *From Sicily,* F. Sorges, *Chim. Ind. Agr. Biol.,* **16,** *21, 1940.* Plants imported from Java in 1928 produced an oil containing 20.36 to 84.67 per cent total geraniol, from 5.8 to 30.62 free geraniol, from 19.4 to 22.3 per cent citronellol, 21.6 to 52.18 per cent citronellal, from 13.1 to 24.25 per cent citral, together with methyl heptenone, terpenes and alcohols other than those above. (Through *C.A.*)

Oil of Bay, *Drug & Cosm. Ind.,* **47,** *260, 1940.* A survey describing botany, local varieties, occurrence, production in Puerto Rico, planting, harvest and distillation, production in Dominica, physical and chemical properties together with adulterants. Kerosene and alcohol are most frequent adulterants.

Oil Rose Geranium, *Rept. Am. Pharm. Assoc. Lab. Bull. Natl. Formulary Comm.* **8,** *30, 1939.* A total of 14 samples of Bourbon, Algerian and French rose geranium oils were studied and certain criteria reported. The oils differed only in specific gravity and odor. (Through *J.A.Ph.A.*)

Thyme Oil, *Volatile,* Item 367, *Bull. Nat. Formulary,* **7,** *226, 1940.* The Clevanger method is used in this determination. The method is satisfactory, but standards should not be set on the basis of present findings due to wide variance in results obtained.

D Cosmetics General

Amines, H. F. Robertson, *Canadian Chem. & Process. Ind.* **24,** *290, 1940.* A review of the properties and uses of triethanolamine, isopropanolamine and morpholine. (Through *Soap.*)

Arsenic Limit of Hair Dressings, anon., *Drug Trade News,* **15,** *No. 17, 27, 1940.* (See item under Section O.)

Bath Salts, anon., *Drug & Cosm. Ind.,* **47,** *145, 1940.* A review of sales possibilities including suggestions on formulation. Technical prerequisites are water softening ability, easy solubility in water, stability of structure, reasonable cost and mild skin action. Ingredients which may be used are described.

Cleansing Pad Fluid, anon., *Drug & Cosm. Ind.,* **47,** *338, 1940.* An emulsion may be made from the following: stearic acid 1, triethanolamine 0.4, mineral oil 5, alcohol 10, glycerine 5 and water 78.6 parts.

Critique of Cosmetic Literature, F. Atkins, *Soap, Perf. & Cosm.,* **13,** *168, 1940.* First of a series of articles criticising various published cosmetic works. Subjects discussed are the use of alkalies in vanishing creams, computing alkalies for saponification, talcum powder, depilatories and deodorants.

Critique of Cosmetic Literature, F. Atkins, *Soap, Perf. & Cosm.,* **13,** *314, 1940.* A continuation. A criticism of various ambiguities existing in cosmetic writings. The pH value of perspiration, value of o/w and w/o emulsions and skin absorption of different emulsions are reviewed.

Hand Lotion Manufacture, N. T. Gorchoff, *Drug & Cosm. Ind.,* **46,** *682, 1940.* A discussion of some of the problems presented in making hand lotions. Mucilaginous lotions still comprise bulk of business. High solids content to be avoided if dryness is desired. Range of percentages of 18 materials is given. Five reasons for emulsion breakdown are as follows: 1) presence of ions, 2) improper combinations of emulsifying agent, 3) improper preservation, 4) crystallization of stearic acid and 5) air incorporation. The following will produce an emulsion of good stability. Quince seed ½-¾ per cent, water 25-35 per cent, stearic acid 1½-2½ per cent, mineral oil 3-5 per cent, glycerine 1-2 per cent, triethanolamine ½-1½ per cent, preservative 0.1-0.2 per cent, perfume ¼ per cent, water 60-70 per cent and beeswax 1-2 per cent.

Hydrogenated Oils, *As Ointment Bases,* G. W. Fiero, *J. Am. Pharm. Assoc., 29, 187, 1940.* (See item under Section Q.)

Preparation of Cosmetic Creams, L. S. Malowan, *Drug. & Cosm. Ind.,* **46,** *417, 1940.* (See item under Section G.)

Tinted Powder Bases, P. Sarensen, *Drug & Cosm. Ind.,* **46,** *418, 1940.* Two formulas, one a vanishing cream, the other a liquid powder. The cream is made from 60 parts of vanishing cream pearly, 15 glycerine, 22.5 face powder (any tint), karaya gum solution 2, and perfume 0.5 parts. A liquid powder is made from 8 calcium carbonate, 10 zinc oxide, 6 glycerine, 15 alcohol, perfume 0.1 and water to make 100.

E Deodorants

Anti-Perspirant Cream, *U. S. Pat. No. 2,145,583.* An emulsion containing palmitic and stearic acids, wax, fat, aluminum stearate and a water soluble protective colloid such as tragacanth gum. A hot alkali solution is added to the mixture and after cooling aluminum chloride is worked into the product.

Critique of Cosmetic Literature, F. Atkins, *Soap, Perf. & Cosm.,* **13,** *168, 1940.* (See item under Section D.)

Deodorant Buffer, *U. S. Pat. No. 2,210,014.* Use of alkali or alkaline earth metal salts or organic acids as buffers for aluminum chloride to neutralize any free mineral acid lib-

erated. For example, sodium acetate and sodium formate are mentioned.

Deodorant, *U. S. Pat. No. 2,210,013.* Basic aluminum formate prepared according to U. S. Pat. No. 2,154,170 is effective as an anti-perspirant in amounts similar to those commonly used in the case of aluminum sulfate. As an example, 35% of basic aluminum formate solution, 8% aluminum sulfate, 5% ammonium alum, 3% boric acid, 20% tegacid, 2½% stearic acid, 2½% petrolatum and 25% of water are used in the formula.

Shaving Cream, Deodorizing, U. S. *Pat. No. 2,145,538.* (See item under Section S.)

F Depilatories

Cosmetic Manual, *Depilatories,* J. Kalish, *Drug & Cosm. Ind.,* **47,** *148, 1940.* Thirty-four depilatory formulas taken from the trade literature. A review of properties and remarks on compounding. A paste depilatory may be made from strontium sulfide 30, starch 15, ppt. chalk 15, glycerine 10, water 29 and perfume 1 parts each respectively. A powdered depilatory can be made from calcium sulfide 14.3, barium sulfide 10.7, hydrated lime 12.5, starch 62.5 parts each. Chemical depilatories must have high pH between 10-11 and have strong reducing action. Liquid depilatory is made from 12 sodium sulfide and 88 witch hazel. A wax preparation is made from 80 rosin and 20 beeswax.

Critique of Cosmetic Literature, F. Atkins, *Soap, Perf. & Cosm.,* **13,** *168, 1940.* (See item under Section D.)

Depilatory, *Belgian Pat. No. 429,447.* Mixture of zinc oxide, soluble and insoluble acetone, spread on films of paper or fabric.

Depilatory, *U. S. Pat. No. 2,202,829.* A depilatory of wax type containing rosin, a non-drying oil and a small amount of wax.

Determination of Thioglycollates in Depilatories, E. M. Hoshall, *J. Assoc. Off. Agr. Chem.* **23,** *727, 1940.* A method of producing the thioglycollate from thioglycollic acid and from ammonium thiocyanate and monochloracetic acid is described. Physical properties of calcium thioglycollate are determined. Qualitative colorimetric test which is adaptable to quantitive estimation together with an iodometric method are given.

G Creams General

Balsam Peru Ointments, E. Bridon, *Un. Pharm. Paris,* **80,** *225, 1939.* By triturating 20 per cent of Balsam Peru with 10 per cent of chloroform until solution is complete, the mixture may be incorporated into 80 per cent petrolatum producing a smooth ointment. The chloroform is removed by evaporation. Other ointments containing the balsam may be likewise prepared rapidly. (*Through Am. J. Pharm.* **112.**)

Beeswax, *Characteristics, contaminants and processing of,* G. H. Vansell and C. S. Bisson, *U. S. Dept. Agr. Bull., Bur. Entomol. Plant Quar. E-495, 11 pp., 1940.* (See item under Section R.)

Beeswax, *Purifying,* G. V. Vansell and C. S. Bisson, *J. Franklin Inst. 278, 1940.* Cosmetic beeswax is best made with sun heat rather than with boiling water. Darkening is due to iron contamination. The propolis is objectionable in cosmetic because it renders the beeswax too acid. (Through *J.A.Ph.A.*)

Cleansing Cream, anon., *Drug & Cosm. Ind.,* **46,** *747, 1940.* A liquefying cleanser can be made by melting together 60 parts mineral oil, 20 parts petrolatum, 10 parts ceresin and 10 parts paraffin.

Effect of Irradiated Cholesterol on Skin of Mice, W. Bergmann, H. E. Stavely, L. C. Strong and G. M. Smith, *Am. J. Cancer,* **38,** *81, 1940.* (See item under Section T.)

Esterification of Higher Fatty Acids with Glycerol, *II. Formation of Monolaurin,* S. Kawai and H. Nobori, *J. Soc. Chem. Ind. Japan,* **43,** *Suptl. Binding, 110, 1940.* (See item under Section R.)

Homogenizing Agents for Fats, K. S. Nitsche, *Fette u. Seifen,* **46,** *391, 1939.* Ozokerite is described as a homogenizer for wax solvent pastes. Effect of acid refining on ozokerite is stressed. Presence of ozokerite prevents formation of wax crystals.

Hydrogenated Oils, *As Ointment Bases,* G. W. Fiero, *J. Am. Pharm. Assoc., 29, 187, 1940.* (See item under Section Q.)

Preparation of Cosmetic Creams, L. S. Malowan, *Drug & Cosm. Ind.,* **46,** *417, 1940.* A review. A lanolin cream for example is made from 450 parts anhydrous lanolin, 300 parts beeswax, 450 parts sweet almond oil, 150 parts oxidized olive oil, 5 parts triethanolamine and 900 parts distilled water.

H Emulsions

Acid Emulsifier, *Russian Pat. No. 52,312.* The reaction product of acid hydrolysis of wood pulp is neutralized with alkali, reacidified with an inorganic acid. (Through *Soap.*)

Critique of Cosmetic Literature, F. Atkins, *Soap, Perf. & Cosm.,* **13,** *314, 1940.* (See item under Section D.)

Dispersions and Emulsifiers, *British Pat. No. 511,043.* As example, 10 parts monoglycol stearoylglycolate are mixed with an acid, resulting from the interreaction of equimolecular quantities of sodium stearate and glycol chloracetate, to which are added 0.8 parts potassium hydroxide 35°Bé; to 20 parts of this mixture is added 20 parts petroleum jelly and 60 parts water.

Emulsifiers and Detergents, *U. S. Pat. No. 2,196,985.* Sulfonated alkyl hydroxyaromatic compounds, produced by the halogenation of petroleum distillate to form alkyl halides, conversion of the aromatic hydroxy compound to a mixture of alkyl hydroxy aromatic compounds with sulfonation of the resulting mixture of compounds.

Emulsifying Agent, *U. S. Pat. No. 2,195,581.* A halogen substituted olefin is treated with a strong acidic sulfonating agent followed by addition of water, boiling the mixture and treating with alkali. An alkyl hy-

droxysulfonate is produced in this manner.

Emulsifying Properties of Gelatin, anon., *Alcohol News, September,* 1940. Two types of gelatin are available. One type is adaptable for use in emulsions containing 40-60 per cent oil. The following formula is suggested: gelatin 8 grams, tartaric acid 0.6 grams, alcohol 60 cc, flavor as desired, syrup 100 cc and water to make 500 cc.

Emulsions of Volatile Substances, I. Westerhof and P. van der Wielen, *Pharm. Weekblad,* **76,** *811, 1930.* Specific gravity of olive oil and gum solutions used in making emulsions of volatile substances have great effect on stabliity. (Through *J.A.Ph.A.*)

Fatty Acid Esters of Polyhydroxy Compounds, *U. S. Pat. No. 2,197,-339.* Method of producing such esters from a fatty acid soap, glycerine, glycerol chlorohydrin under particular conditions. (See also U. S. Pat. 2,197,340.)

Fatty Esters, *U. S. Pats. Nos. 2,-206,167-8.* (See item under Section R.)

Hand Lotion Manufacture, N. T. Gorchoff, *Drug & Cosm. Ind.,* **46,** *682, 1940.* (See item under Section D.)

Liquid Mixing, A. Brothman and H. Kaplan, *Chem. & Met. Eng.,* **46,** *633, 1939.* (See item under Section Q.)

Stable Emulsions, *U. S. Pat. No. 2,-194,218.* Activated alumina is used to stabilize an emulsion of oil and water. The activated alumina is prepared by boiling and aging gelatinous alumina.

I Face and Other Powders

Composition for Use in Face Powder, *U. S. Pat. No. 2,194,858.* Natural silk, reduced to a fine impalpable powder and method of producing it. The silk is first freed from organic matter suitably treated, then ground into powder form.

Cosmetic Manual, *Face powders,* J. Kalish, *Drug & Cosm. Ind.,* **47,** *266, 1940.* Twenty-two formulas gleaned from trade literature. Properties and prerequisites are reviewed. The following formulas may be tinted with from one to four per cent of color lakes and perfumed with one per cent of perfume: a) talc 75, zinc oxide 20 and zinc stearate 5 parts; b) Talc 31.5, colloidal clay 31.5, zinc oxide 20, zinc stearate 8, ppt. chalk 6, magnesium carbonate 1 and mineral oil 2 parts; c) Talc 69, zinc oxide 18, zinc stearate 6 and ppt. chalk 7 parts.

Face Powder Formula, anon., *Drug & Cosm. Ind.,* **46,** *627, 1940.* A light face powder may be made from 18.0 parts zinc oxide, 67.5 parts talc, 6 parts zinc stearate, 6 parts magnesium carbonate, 1 part perfume and 1.5 parts color. Screen the ingredients separately into the mixer and re-screen after mixing.

J Make-Up

Cosmetic Paint, *Plastic, U. S. Pat. No. 2,134,494.* An emulsion of unsaponified wax such as ceresin, together with fast drying oils such as oil of turpentine and aqueous liquids. The product is useful for eyebrows and eyelashes.

Tinted Powder Bases, P. Sarensen, *Drug & Cosm. Ind.,* **46,** *418, 1940.* (See item under Section D.)

K Shampoo

Coal Tar Shampoo, anon., *Pharm. J.,* **145,** *32, 1940.* A liquid tar shampoo may be made from 66 grams coconut oil, 78 mils cottonseed oil, 36 grams stearic acid, 10 mils rectified oil of tar, 42 grams potassium hydroxide, 9 grams potassium carbonate, 42 mils alcohol, 10 grams purified talc and a sufficiency of water to make 1000 mils. The fats are melted and heated to 82°C; the alkalies are dissolved in 100 mils distilled water and added. Finally, the alcohol containing the coal tar is added and the whole heated until saponification is complete. When cold, add distilled water to measure 1000 cc.

Coconut Oil Soap B.P.C., C. L. Spain, *Chem. Products,* **3,** *31, 1940.* The present formula will never produce a stable clear product. A modified formula in which caustic soda is replaced by potash is suggested. The formula follows: Coconut oil 5 lbs., caustic potash 1 pound, oil lavender to suit and distilled water to 18 pints, Method of manufacture is to melt the oil, add 35 ounces of potash solution containing the one pound of potash, mix well, keep warm for one week, then add remainder of water, dissolve by warming further, place into separators and after 24 hours draw off clear material through filter paper. (Through *Soap.*)

Improved Soap Shampoo, *German Pat. No. 686,427.* Soap shampoo may be improved and prevented from depositing insoluble lime and magnesium soaps by containing in it some dispersing agent such as sodium lauryl sulphate. For example: 100 parts 30% potash coconut soap, 5 parts potassium metaphosphate, 3 parts triethanolamine dodecyl sulphonate, 7 potassium dodecyl methylamino sulphonate and 50-100 parts of water are used to form a liquid shampoo. A solid shampoo may be made from 30 parts of ordinary soap, 5 sodium metaphosphate, 7 parts sodium oleyl methylaminoethane sulphonate, 6 borax, 2 sodium lauryl sulphate, 30 sodium bicarbonate, 18 buckwheat flour and 2 camomile extract.

Isoelectric Washing of Wool, E. Elod, *Melliand-Textilber.,* **20,** *569, 1939.* Isoelectric point of wool is at pH 4.9 and the washing and dyeing or other treatment is best accomplished at this pH if practical. Swelling at this pH is at a minimum, avoiding any deterioration to mechanical or chemical attack. (Through *C.A.*)

L Soaps

Aliphatic Soap and Cosmetic Compounds, *French Pat. No. 842,261.* As example, petrolatum melting at 42-44°C is treated with chlorine at 80°C. When 23.3 per cent chlorine is absorbed, the chlorinated mixture is oxidized in air in the presence of 0.2 per cent potassium permanganate at a temperature of 110-113°C.

Alkaline Detergents, *British Pat. No. 510,911.* A composition of hydrated sodium phosphate and sodium

carbonate complex, with details as to ratio of one to the other.

Casein Soap, *British Pat. No. 513,-696.* Oleic and myristic acids in equal proportion are saponified by a deficiency of soda to which is added a protective colloid such as solubelized casein or other material. Such soap does not hydrolyze on solution in water hence its solutions are neutral.

Coconut Oil Soap B.P.C., C. L. Spain, *Chem. Products,* **3,** *31, 1940.* (See item under Section K.)

Detergent in Bar Form, *U. S. Pat. No. 2,202,741.* A composition of sodium dodecylsulfate, sodium sulfate and as a binder carbohydrate derivatives of the type starch glycolate, methyl cellulose or methyl starch.

Least Irritating Soap, *Drug Trade News,* **15,** *No. 20, 36, 1940.* Reporting the findings of F. Damrau, castile soap is held to be the least irritating according to the *Medical World.* Of eight kinds tested, two were the least irritating, one a trade named olive oil castile soap, the other U.S.P. hard soap.

Liquid Antiseptic Toilet Soap, *U. S. Pat. No. 2,196,763.* Mixture of soap and water containing 33 per cent hardwood oil and blending agents such as alcohol, ethers, esters or ketones.

Palm Oil Soap, anon., *Textile Colorist,* **62,** *349, 1940.* Palm oil alone produces crumbly soap but when mixed with 20-25 per cent coconut oil a satisfactory soap is produced. Bleached oil is preferred. Palm oil saponifies easily, the soaps made from caustic soda varying from light buff to dark yellow. (Through *Soap.*)

Pyrophosphates, F. C. Bowman, *Soap,* **16,** *No. 4, 23, 1940.* (See item under Section Q.)

Rug, Carpet & Upholstery Cleaners, P. I. Smith, *Soap,* **16,** *No. 4, 30, 1940.* (See item under Section Q.)

Soap, *U. S. Pat. No. 2,193,329.* A composition of kettle soap and sodium silicate in certain proportion with sudsing and dispersing agents.

Soap Adsorption, E. W. Colt and C. V. Snell, *Oil & Soap,* **17,** *33, 1940.* Using a soap composed of 80 per cent tallow and 20 per cent coconut oil soda soap, the following adsorption values found: Cotton 19.5, rayon 7.6, silk 11.1, and wool 60 per cent adsorbed soap from a 0.1 soap solution respectively. Adsorption is also a function of temperature. Single soaps were also tested and sodium laurate was found to be least adsorbed.

Soap Perfuming, T. Ruemele, *Deut. Parf. Ztg.,* **25,** *141, 1939.* (See item under Section B.)

Soap Solutions, *Micelles in,* K. Hess, *Fette u. Seifen,* **46,** *572, 1939.* A further development of theories relative to structure of soap micelles.

Soap Substitutes, W. Meyer, *Fette u. Seifen,* **47,** *23, 1940.* Products resembling soap are made from sodium silicate, sodium bicarbonate and plasticizing agent such as magnesium hydroxide. Other soap substitutes are made from mixtures of gum mucilage, saponin, sodium silicate, rosin and ammonia.

Soaps From Tall Oil, *For Textiles,* H. Henk, *Seifens. Ztg.,* **67,** *22, 1940.* Tall Oil (sulfite pulp manufacture by-product) can be used as such or mixed with other fatty acids in making soap. Tall oil soaps should not be used in either chlorine or peroxide bleach baths as with the former its odor is increased whereas with the latter more peroxide is used up. The soap does not withstand hard water decomposition but may be used for various other textile requirements such as scouring of raw wool, washing of woolens or cotton, dyeing, etc.

Sulfamate Soap Builders, J. Wakelin, *Am. Dyestuff Reporter,* **28,** *729, 1940.* The sulfamates are now readily available at low cost. They increase rate and degree of soap solubility. They depress lime soap formation and prevent concentrated soap solutions from gelling. Use of ammonia and sodium sulfamates is reviewed. (Through *Soap.*)

Superfatting Toilet Soaps, J. Davidsohn, *Soap, Perf. & Cosm.,* **13,** *186, 1940.* The use of special ingredients in superfatting soap. Lanolin, higher fatty alcohols, trolhetta oil, casein, lecithin, silk sericin, vitamin F and other materials are mentioned. To superfat with glycerine is a misleading term, as glycerinated soap has different properties entirely. It is more of a degreasing agent rather than an emollient. A formula for transparent glycerine soap made with alcohol is given.

Tetrasodium Pyrophosphate *In Soap Mixtures, Function of,* J. Janota and H. H. Hull, *Oil & Soap,* **17,** *96, 1940.* Three advantages result from the addition of tetrasodium pyrophosphate to soap mixtures as follows: (1) in 10-15 per cent concentration it saves soap to the extent of 20-30 per cent, (2) reduces insoluble soap content of wash water by 20-30 per cent, (3) as a result, it makes more soap available for washing and dispersing solids.

Toilet Soap, *British Pat. No. 513,-596.* A composition of myristic acid 50 per cent, oleic acid 50 per cent, soda to completely saponify and solubelized casein 0.5 to 1 per cent. This soap does not hydrolyze and remains neutral in use.

M Dental Preparations

Chemistry in Dental Science, D. A. Wallace and H. L. Hansen, *J. Chem. Education.,* **17,** *425, 1940.* A review of various applications of chemistry to dental science.

Dental Plate Cleaner, *U. S. Pat. No. 2,201,098.* One part of citric acid and 15 parts isopropyl alcohol in water are suggested for removing mucin plaque accumulations on dentures.

Dentifrice, *U. S. Pat. No. 2,211,373.* Magnesium pyrophosphate is used as a base for dentifrice.

pH of Carious and Noncarious Dentine., L. I. Grossman. *J. Dent. Research,* **19,** *171, 1940.* Sound dentine has an average pH of 8.16 while carious dentine has a pH or 6.51. (Through *C.A.*)

Solvent Action of Various Substances on Teeth, *Determination of,* J. W. Trask, E. E. Ziegler and E. C. Maloof. *J. Am. Dental Assoc.,* **27,** *1013, 1940.* Teeth are not decalcified

by sodium carbonate, ammonium hydroxide, starch and sugars but lactic acid formed from carbohydrates may be decalcifying. Natural food acids may produce decalcification since many common foods have a pH of 2.05 to 4.0. (Through *C.A.* **34.**)

Toothpaste, *U. S. Pat. No. 2,154,168.* A composition made for example by heating 20 parts casein with 100 parts water brought to pH 8-9 with trisodium phosphate solution, to which is then added 60 parts tricalcium phosphate and 4 parts gum tragacanth. The whole is dried and brought to paste form with glycerine.

Toxicity Sulfonated Higher Alcohols, E. H. Hatton, L. S. Fosdick and J. Calandra. *J. Dent. Research,* **19,** *87, 1940.* The degree of irritation of sodium lauryl sulfate on mucous membranes in 1.25 per cent concentration was less than that produced by castile soap in 5-16 per cent concentrations, the usual amounts used in dentifrices. (Through *C.A.*)

N Antiseptics

Anti-Mold Varnish, *Soap,* **16,** *No. 9, 115, 1940.* A varnish developed by A. J. Cox for the Philippine Bureau of Science consists of 105 cc turpentine, 56 cc castor oil, 840 cc ethyl alcohol, 217 grams shellac, 35 grams camphor and 2.1 grams mercury bichloride. When applied as a varnish to books, etc., the mold formation in warm and humid climates is prevented.

Antiseptic, R. M. Freeman, *Ind. Med.,* **9,** *87, 1940.* An 0.2 per cent solution of azochloramid in triacetin is a non-irritating and active antiseptic in the presence of organic matter. (Through *Soap.*)

Bactericidal Properties of Commercial Antiseptics, *Effect of pH on, Further Studies,* W. A. Bittenbender, E. F. Degering, P. A. Tetrault, C. F. Feasley and B. H. Gwynn, *Ind. & Eng. Chem.,* **32,** *996, 1940.* A continuation of the study of the effect of pH on bactericidal properties of commercial antiseptics Amphyl, Chlorazene, gentian violet, Listerine, Lysol, malachite green, mandelic acid, Mercurochrome, Mercurophen, methylene blue, Pepsodent antiseptic, potassium dichromate, potassium permanganate, sodium nitrite, zinc sulfate, Zonite and Sulphonmerthiolate. Organisms used were *E. coli* and *S. aureus* over a pH range of 3-8. The bactericidal activity of Chlorazene, gentian violet, Listerine, Lysol, malachite green, mandelic acid, Pepsodent antiseptic and potassium permanganate is definitely enhanced by increase in hydrogen ion concentration of the solution, indicating that hydrogen ion effect is independent of molecular structure of the antiseptic.

Bateriostatic Action of Wetting Agents *on Tubercle Bacilli in Vitro,* B. L. Freedlander, *Proc. Soc. Exptl. Biol. Med.,* **44,** *51, 1940.* (See item under Section W.)

Fungicide, *For Free Use of People of U. S., U. S. Pat. No. 2,203,431.* The essential active ingredient is 2.4-di amino-diphenylamine.

Inhibiting Effect of Borax on Fungi, A. Dosa, *Dermatologica,* **80,** *327, 1939.* Inhibiting effect on a number of fungi is determined. The effect manifests itself in 24 hours. (Through *C.A.* **34.**)

Liquid Antiseptic Toilet Soap, *U. S. Pat. No. 2,196,763.* (See item under Section L.)

Ointment Vehicles for Antiseptics, L. Gershenfeld, *Am. J. Pharm.,* **112,** *281, 1940.* Utility of the following materials is reviewed: glycerol monostearate, glycol stearates, ethanolamine derivatives, higher fatty alcohols, methyl cellulose, absorption bases, etc. It is recommended that absorption bases be further studied as vehicles for ointments.

O Hair Preparations

Arsenic Limit of Hair Dressings, anon., *Drug Trade News,* **15,** *No. 17, 27, 1940.* Not more than two parts per million of hair dressing or other cosmetic applied to the skin may be present according to the F.D.A.

Dandruff Cause, C. W. Emmons, *Drug Trade News,* **15,** *No. 17, 24, 1940.* The Pityrosporum ovale has been isolated in pure culture and after exhaustive testing, it is concluded that this fungus is not the cause of seborrhoea.

Hair Tonics, anon., *Drug & Cosm. Ind.,* **47,** *87, 1940.* A review. Solubility of cholesterin in hair tonics is increased by lecithin, tannin, tannates and soaps. Oily tonics in emulsified form should be heated before application to the hair. A hair tonic particularly adapted to act on dandruff may be made from resorcin monoacetate 2, castor oil 4, balsam peru 1, Tr. capsicum 0.5, perfume 0.5, glycerine 6 and alcohol 86 parts. Capsicum may be replaced by pilocarpine. Experiments of Forster and Steudel are mentioned.

Methods of Analysis for p-Aminophenol, p-Methylaminophenol and o-Aminophenol, I. S. Shupe, *J. Assoc. Off. Agr. Chem.,* **23,** *721, 1940.* Three methods are suggested for separating these compounds. p-Methylaminophenol is determined by extracting and weighing as the nitroso derivative; p-aminophenol is separated as the benzaldehyde derivative, which procedure may also serve as a qualitative method for testing all three; o-aminophenol is converted into insoluble acetate, which is collected and weighed. The methods recover within 5 per cent of the theoretical for semimicro quantities.

p-Phenylenediamine in Hair Dyes, *Method of Estimation and Identification,* J. T. Field and J. H. Cannon, *J. Assoc. Off. Agr. Chem.,* **23,** *717, 1940.* Separated as the di acetyl p-phenylenediamine from chloroform solution using acetic anhydride, dried and weighed, p-phenylenediamine may be quantitatively estimated. The characteristic crystals and sharp melting point of this derivative serve to identify it qualitatively. Three types of mixtures commonly encountered in the trade were analyzed for accuracy of the method, including a capsule, a glycerine solution and a dry mixture.

Separation and Determination of 2,4-Diaminodiphenylamine, I. S. Shupe, *J. Assoc. Off. Agr. Chem.,* **23,** *719, 1940.* The method is based on the solubility of this dyestuff in carbon tetrachloride in which other amines are not very soluble. If it is necessary to remove aminophenols, sodium bicarbonate is used to wash

the preliminary extract of carbon tetrachloride. Typical results are given.

Soap Adsorption, E. W. Colt and C. V. Snell. *Oil & Soap*, **17**, *33, 1940.* (See item under Section L.)

Tincture of Quillaja, *Preparation of,* Item 428, *Bull. Nat. Formulary*, **7**, *208, 1940.* A criticism of with suggestion of a new formula. It is suggested that upon filtering of the solution, an alcohol-water (1 in 2) wash be used in place of water to prevent precipitation.

P Sun Tan Preparations

Preparations for Protection Against Sunburn, J. H. Frydlender, *Arch. droguerie pharm.*, **6**, *4, 1938.* Description of radiation causing sunburn. Salicylic acid and derivatives such as menthyl salicylate are especially effective. Menthyl salicylate is not keratolytic and is used in concentrations of from eight to ten per cent to prevent sunburn. (Through *C.A.* **34.**)

Tannic Acid Derivative, *British Pat. No. 510,891.* Tannic acid is caused to react with ethylene or propylene oxide in the presence of an alkaline catalyst. The products possess light absorbing properties.

Sun Screen, anon., *Alcohol News U.S.I., May 1940.* Butyl-benzal-acetone-oxalate in concentrations of from ¼ to 1 per cent in cosmetics produces excellent sun screening properties. It is particularly useful in alcoholic lotions.

Q Miscellaneous

Automobile Polishes, C. A. Tyler, *Soap*, **16**, *No. 4, 94, 1940.* A review of properties of different kinds of polish together with 16 formulas. An abrasive wax containing polish can be made from 8 per cent light mineral oil, 17 diatomaceous earth, 1 carnauba wax, 0.2 water soluble gum, 0.2 triethanolamine oleate, 5 glycerine and 68.6 water. A pre-wax cleaner may be made from tripoli 27 per cent, kerosene 25 per cent, soda soap 3 per cent, beeswax 4 per cent, paraffin wax 4 per cent and water 37 per cent. A wax paste polish may be made from 25 per cent wax mixture and 75 per cent petroleum naphtha.

Carrageen Mucilage, *Acetolysis of,* A. Dillon and P. O'Colla. *Nature* **145**, *749, 1940.* Acetolysis of carageen mucilage produces two polymeric carbohydrates, one soluble in cold water the other in hot water. Both are galactans. (Through *C.A.* **34.**)

Cleaning Compound, *Canadian Pat. No. 388,157.* Dissolve 9 oz. soap flakes, 4.5 ozs. trisodium phosphate, 3 oz. soda ash, 0.5 oz. ortho or metasilicate in a total of 6 pounds 15 ounces water. (Through *C.A.* **34.**)

Condensation Product of Higher Fatty Acid with Boric Acid, *U. S. Pat. 2,187,334.* (See item under Section R.)

Furniture Polish, C. A. Tyler, *Soap*, **16**, *No. 6, 108, 1940.* A review of materials used in formulating furniture polishes together with 13 formulas. One commercial product contains the following: light mineral oil 20, xylene 9, light blown castor oil 10, potash soap 1 and water 60 parts.

Hydrogenated Oils, *As Ointment Bases,* G. W. Fiero. *J. Am. Pharm. Assoc.*, **29**, *187, 1940.* No ointments of potassium iodide deteriorated as much as those made with lard. The hydrogenated oils used are arranged according to their tendency to deteriorate: cottonseed, peanut, soybean, lard, coconut and sesame. An emulsified ointment of potassium iodide was made using different alkalies and their order of decreasing stabilizing effect is as follows: mixed isopropanolamines, triisopropanolamine, soft soap, hard soap and borax. Hydrogenated sesame oil was definitely superior to hydrogenated cottonseed oil in producing ointment of potassium iodide.

Lard, Rancidity of and Effect of Vegetable Antioxidants. III. F. Morvillez, P. Balatre and L. Pujo. *J. Pharm. Chim.*, **29**, *195, 1939.* (See item under Section R.)

Lard, Rancidity of and Effect of Phenols on. IV. F. Morvillez, P. Balatre and L. Pujo. *J. Pharm. Chim.*, **29**, *202, 1939.* (See item under Section R.)

Leather Cleaner, anon., *Textile Colorist*, **62**, *349, 1940.* A good leather cleaner may be made from milled soap 6 parts, water 100 parts, ammonia (26° Be) 6 parts, glycerine 14 parts and ethylene dichloride 7 parts. (Through *Soap.*)

Liquid Mixing A. Brothman and H. Kaplan. *Chem. & Met. Eng.*, **46**, *633, 1939.* The work necessary to obtain a certain degree of mixing is divided into *mechanical* work that must be applied by the mixer and *latent* work of the system. Different mixing systems produce different amounts of these two kinds of work. Curves showing power requirements for indirect and direct shear ratios are included. (Through *C.A.*)

Metal Polish, anon., *Seifens. Ztg.*, **67**, *24, 1940.* Dissolve 5 parts curd soap in 40 parts water, adding 20 parts of a 5 per cent methyl cellulose slime. Then add 15 parts kieselguhr, 10 parts tripoli and 10 parts denatured alcohol.

Polish, *U. S. Pat. No. 2,193,241.* A composition comprising an abrasive coated with shellac and mineral oil which are dispersed in water with the aid of surface active agents. The product may be used on wood and metal.

Pyrophosphates, F. C. Bowman, *Soap*, **16**, *No. 4, 23, 1940.* A review of the chemical nature and the practical applications of pyrophosphates. Use in dish and clothes washing with review of patents, domestic and foreign.

Rust Removing Compound, *U. S. Pat. No. 2,209,291.* The mixture consists of phosphoric acid, zinc phosphate, gum arabic, manganese chloride, butyl propionate and water.

Role of Fats in Cosmetics *and Pharmaceutical Preparations,* L. D. Edwards, *Oil & Soap*, **17**, *82, 1940.* A review of the purpose served by various fats in formulating cosmetic and pharmaceutical preparations.

Rug, Carpet & Upholstery Cleaners, P. I. Smith, *Soap*, **16**, *No. 4, 30, 1940.* A review of different methods in use both in earlier days and today. Formulas for different cleaners are suggested. Wetting agents, mixtures of soap and cyclohexanol, sodium

metaphosphate and triethanolamine soaps are used.

Silicate Cleanser, *German Pat. No. 325,796.* A jelly made from sodium silicate solution when mixed with magnesium chloride.

Skin Protecting Composition, *Russian Pat. No. 56,097.* A mixture of gelatin, glycerine, aluminum acetate and starch protects the skin from the effects of petroleum products, tars, etc. (Through *C.A.*)

Soap Solutions, *Solvent properties of and some applications of,* H. K. Dean, *Soap, Perf. & Cosm.*, **13**, *266, 1940.* A table compiled by Albert and Wyman shows the solubilities of different oils in a variety of soaps. The application of this information to producing useful preparations is given.

Sodium Metaphosphate in Laundering, B. H. Gilmore, C. J. Munter and E. R. Burnett, *Ind. & Eng. Chem.*, **32**, *1233, 1940.* When metaphosphate is used as an adjuvant with soap and alkali, its use affords considerable saving in supplies without sacrificing quality. Results are due to both water softening and detergent properties.

Sulfonated Oil, *Coal Tar Disinfectant Mixtures,* L. Gershenfeld and B. Witlin, *Am. J. Pharm.*, **112**, *45, 1940.* Mixtures of cresol are stable in sulfonated castor oil and their phenol coefficient is the same as those made with soap. The sulfonated oil is recommended for making water miscible mixtures of cresol.

Synthetic Menthols, E. C. Kunz, *Givaudanian, July 1940.* A review of the different isomers of menthol with tables, showing major known constants. American menthol made from either coal tar or pine oil may be depended upon for supply. Both result in optically inactive (*dl*) menthol. Various synthetic menthols are safe for use.

Tannic Acid Jelly, anon., *Pharm. J.*, **144**, *384, 1940.* The following formula produces a suitable product: tannic acid 5 grams, powdered tragacanth 2.1 grams, p-chlor-metacresol 0.1 gram, potassium chloride 0.042 grams, sodium chloride 1.05 grams, calcium chloride 0.084 gram, methylated spirit 6 mils and distilled water to make 100 mils a one-half per cent phenol may replace the p-chlor-metacresol as preservative.

Testing of Chemical Balance, A. Craig. *Ind. & Eng. Chem. Anal. Ed.*, **11**, *581, 1939.* Following tests are indicated: knife edges, beam length error and level of knife edges, tilting of knife edges and vertical parallax, horizontal parallax, lifting mechanism, and pan rests. Details of each test are given.

Thymol Derivatives, *III. o-Thymotinic acid and certain other derivatives,* C. W. Sondern, *Phar. Arch.*, **11**, *28, 1940.* Procedures for preparing the acid, ammonium and silver salts, methyl and ethyl esters and other derivatives. (Through *C.A.* **34.**)

Uses of Fats and Derivatives in Textile Processing, L. A. Oberly, *Oil & Soap*, **17**, *152, 1940.* A review describing raw oil, soap, sulfated oils, sulfated alcohols, fatty esters and metallic soaps in processing wool, silk, synthetic fibers and cotton.

Wax Polish Manufacture, L. Ivanovszky. *Mfg. Chemist*, **11**, *No. 1, 5, 1940.* A discussion of means by which the British wax-polish industry may replace imported materials.

Window Cleaner, *U. S. Pat. 2,179,004.* Dichlorethyl ether mixed with a small amount of chlorides of iron, manganese, zinc, calcium or magnesium is used to clean sheets of glass prior to laminating.

R Oils and Fats

Analysis of Commercial Fats and Oils, Report of A. C. S. Committee, *Ind. & Eng. Chem. anal. ed.*, **12**, *379, 1940.* A report of results of investigation of six methods of testing and adoption of same as follows: detection of tristearin in lard, smoke point, Villavecchia test, modified Gardner break, hydroxyl value, color reading.

Beeswax, *Characteristics, contaminants and processing of,* G. H. Vansell and C. S. Bisson, *U. S. Dept. Agr. Bull., Bur. Entomol. Plant Quar. E-495, 11 pp., 1940.* Sixty samples of California wax are studied. The relationship between pollen species and beeswax color is discussed. Effect of metals on beeswax is mentioned. Clarification with oxalic acid, with thorough washing has little effect on acid value. Eight references.

Condensation Product of Higher Fatty Acid with Boric Acid, *U. S. Pat. 2,187,334.* A hard wax like substance is prepared by condensing hardened castor oil with boric acid and acedic anhydride.

Determination of Sterols, V. V. Oppel and A. A. Gregor'eva, *Biokhimiya*, **3**, *175, 1938.* (See item under Section A.)

Esterification of Higher Fatty Acids With Glycerol, *II. Formation of Monolaurin,* S. Kawai and H. Nobori, *J. Soc. Chem. Ind. Japan*, **43**, *Suptl. Binding, 110, 1940.* Heating 1 mole of lauric acid with 1.4 mols of glycerol at 240° for 30 minutes produces maximum yield of monolaurin (40 per cent). (Through *C.A.* **34.**)

Ester Value of Pharmaceuticals, *Estimation of,* B. Bobranski and A. Kowalewska, *Acta Polon. Pharm.*, **2**, *279, 1938.* (See item under Section A.)

Fat Stability, E. C. Glimm, H. Wittmeyer and W. Jahn-Held, *Z. Untersuch. Lebensm.*, **78**, *285, 1940.* Data on the hydrolysis of beef tallow, lard, coconut oil, palm kernel oil, sesame oil, peanut oil, olive oil and trioleins at various temperatures between 60° and 120° C show that degree of fat splitting was not dependent on amount of free fatty acid originally present, but increased with higher temperatures. Each oil has a critical temperature at and above which hydrolysis was more rapid. Critical temperatures are as follows: coconut 100° C, palm kernel 90° C, olive 90° C, peanut 80° C, soy bean 80° C, 75° C. (Through *Soap.*)

Fatty Esters, *U. S. Pats. Nos. 2,206,167-8.* Mono and diglycerides are prepared by heating together an oil and glycerine to 150-200° C in the presence of soap as a catalyst.

Higher Alcohols, *From Sperm Oil, Russian Pat. No. 55,903.* After hy-

drogenation, the sperm oil is saponified with alcoholic alkali, the soaps precipitated with alcoholic calcium chloride and the alcohols recovered as usual. Solid alcohols are produced by this process. (Through *C.A.*)

Homogenizing Agents for Fats, K. S. Nitsche, *Fette u. Seifen,* **46,** *391, 1939.* (See item under Section G.)

Hydrogenated Oils, *As Ointment Bases,* G. W. Fiero, *J. Am. Pharm. Assoc.,* **29,** *187, 1940.* (See item under Section Q.)

Lard, *Rancidity of and Effect of Vegetable Antioxidants. III.* F. Morvillez, P. Balatre and L. Pujo. *J. Pharm. Chim.,* **29,** *195, 1939.* A special method of testing is described. Benzoin retards peroxide formation. Vanillin, benzoic acid, cinnamic acid and benzyl cinnamate had no effect in preventing oxidation. Tolu behaved like benzoin. Poplar buds had a stronger antioxidant effect than either tolu or benzoin. Tannin was weaker than benzoin. Tolu is recommended over benzoin as an antioxidant. (Through *J.A.Ph.A.*)

Lard, *Rancidity of and Effect of Phenols on. IV.* F. Morvillez, P. Balatre and L. Pujo. *J. Pharm. Chim.,* **29,** *202, 1939.* Antioxidant action of phenols is based on a value of 100 for pyrogallol. The phenols tested are then arranged as follows: pyrocatechol 70, hydroquinone 67.5, a-naphthol 62.1, thymol 24.3, resorcinol 8.1, b-naphthol 0, phenol 0, phlorglucinol —2.7. The first five including purogallol are more effective antioxidants than benzoin. Pyrocatechol is recommended over pyrogallol or benzoin as an antioxidant for lard. (Through *J.A.Ph.A.*)

Olive Oil, *Vitamin content of,* M. R. Marcille, *Ann. Chim. Anal.,* **21,** *7, 1939.* The oil contains no more than 1 I.U. vitamin A/gram.

Olive Oil and Other Oils, *Their behavior with antimony trichloride.* W. H. Dickhart, *Am. J. Pharm.,* **112,** *131, 1940.* A description of the colors produced by various oils when treated with reagent antimony trichloride. Interesting to note is the emerald or otherwise green color produced by virgin oils of different origins, while refined oils produced blue colors. The only other oils producing green colors were cod liver, perilla and white mustard seed. It is suggested that this test may be used to differentiate between tea seed and olive oil, as well as other oils.

Preserving Oils & Fats, anon., *Chem. Trade J. & Chem. Eng.,* **106,** *222, 1940.* A suitable antioxidant is 0.5 to 1 per cent of vegetable lecithin, for vegetable oils. Animal fats are preserved with 10 per cent of palm oil. In the case of non-edible oils, 0.1 per cent hydroquinone or pyrocatechol is recommended, especially for castor oil. (Through *Soap.*)

Pure Stearic Acid, *Preparation of.* J. P. Kass and L. S. Keyser. *J. Am. Chem. Soc.,* **62,** *230, 1940.* Pure stearic acid with melting point of 69.6 to 70.2° C is prepared by reducing the corresponding octadecanoic acid.

Recovering Lanolin from Animal Hair, *Hungarian Pat. No. 123,509.* A two to five per cent solution of alkali or alkaline earth metal hydroxide is added to the scouring liquid in quantities of one to two and five-tenths per cent. The dried solution is extracted with solvent and the washing agent is used over again. (Through *C.A.* **34.**)

S Shaving Preparations

Preshave Lotion, anon., *Perf. & Essential Oil Record,* **31,** *155, 1940.* Preshave lotion for application prior to shaving with electric razor may be made from 45-60 per cent alcohol up to 0.5 per cent aluminum chloride, perfumed with hawthorn and suitably colored. (Through *Soap.*)

Shaving Cream, Deodorizing. *U. S. Pat. No. 2,145,538.* Zinc sulfate used in conjunction with protective colloid such as gum tragacanth prevents breakdown of the cream.

T Skin Absorption

Effect of Irradiated Cholesterol on Skin of Mice, W. Bergmann, H. E. Stavely, L. C. Strong and G. M. Smith, *Am. J. Cancer,* **38,** *81, 1940.* Cholesterol irradiated by a mercury quartz light showed no carcinogenic effect on the skin of mice. (Through *C.A.* **34.**)

Hormone & Vitamin Creams, *Drug Trade News,* **15,** *No. 12, 25, 1940.* Quoting work reported in the *J. Am. Med. Assoc.* by Eller & Wolff, it is stressed that estrogens are not innocuous and should be used only on physician's orders. Vitamin "F" is improperly named. Certain vitamins (A, C and D) may be absorbed from intact skin but as yet there is no proof that any particular good results from such absorption. They should be considered potent therapeutic substances.

The Internal Secretion of the Skin, *Experimental Facts,* A. Desaux. *Presse Medical.,* **48,** *411, 1940.* A review. (Through *C.A.* **34.**)

U Dermatitis

Acne, M. A. Lesser, *Drug & Cosm. Ind.,* **47,** *271, 1940.* A review of causes and treatment. A lotion for day use contains ppt. sulfur 4-16 grams, glycerine 10 cc, spt. camphor 30 cc and water to make 90 cc. A lotion for over night use contains ppt. sulfur 8 grams, camphor 0.5 grams, acacia 1 gram, lime water 60 cc and rose water to make 120 cc.

Dermatitis Control, J. Klaude, *Ind. Med.,* **9,** *221, 1940.* Dermatitis may develop due to allergy or to decreased threshold of skin resistance to irritation by liberated alkali. Eight formulas for hand protecting creams. A formula for an abrasive soap contains 45 parts mineral oil, 45 parts sulfonated neatsfoot oil with 10 parts of a 25 per cent gelatin solution or 10 parts of cornmeal. (Through *Oil & Soap.*)

Dermatitis, *Due to sulfur meat complex,* J. C. Bernstein, *Arch. Dermatol. Syphilol.,* **40,** *114, 1939.* A case of hand dermatitis was produced from the action of sodium sulfite on meat. (Through *C.A.*)

Least Irritating Soap, *Drug Trade News,* **15,** *No. 20, 36, 1940.* (See item under Section L.)

V Manicure Preparations

Cream Nail Polish Remover, anon., *Drug & Cosm. Ind.*, **47**, *210, 1940.* Cream nail polish remover usually consists of high boiling lacquer solvents solidified by means of a wax.

Hand Lotion Manufacture, N. T. Gorchoff, *Drug & Cosm. Ind.*, **46**, *682, 1940.* (See item under Section D.)

Nitrocellulose Solutions for Use as Lacquers, *U. S. Pat. No. 2,198,173.* Dimethyl-cyanamide or diethyl-cyanamide in solutions of nitrocellulose with low initial viscosity.

Nitrocellulose Solvents, A. Kraus, *Farben-Chem.*, **10**, *236, 242, 301, 1939.* Determination of the rate of solution. Solvent power of various solvents is increased by presence of trace of water.

Plasticizers for Cellulose Acetate and Cellulose Acetobutyrate, C. R. Fordyce and K. W. A. Meyer, *Ind. & Eng. Chem.*, **32**, *1053, 1940.* Physical characteristics of 40 plasticizers have been investigated and tabulated. Their effects in various concentrations and on different esters of cellulose are described.

W Wetting and Foaming Agents

Analysis of Cationic Surface Active Agents *of Trivalent Nitrogen Type,* R. Hart, *Ind. & Eng. Chem. anal. ed.*, **12**, *400, 1940.* A procedure for analyzing commercial products of the type fatty acid amidoamine giving results for nitrogen as alkalinity, total active ingredients or amidoamine, free fatty acids, total fatty acids, condensed amine and uncondensed amine.

Bacteriostatic Action of Wetting Agents *on Tubercule Bacilli in Vitro,* B. L. Freedlander, *Proc. Soc. Exptl. Biol. Med.*, **44**, *51, 1940.* Alkyldimethylbenzyl-ammonium chloride completely inhibited growth in a dilution of 1:80,000. Nacconol NR and Aerosol OT-100 prevented growth at a concentration of 1:5000. Aerosol OS permitted growth in concentration of 1:1000. (Through *C.A.* **34.**)

Sulfamate Soap Builders, J. Wakelin, *Am. Dyestuff Reporter*, **28**, *729, 1940.* (See item under Section L.)

Sulfonated Arylstearic Acids, A. J. Stirton, R. F. Peterson and P. H. Broggins, *Ind. & Eng. Chem.*, **32**, *1136, 1940.* Sulfonation of arylstearic acids derived from oleic acid takes place in the aromatic mucleus. Disodium sulfoarylstearates have penetrating and wetting properties similar to some commercial products and are at a maximum at pH 4-6 and at a minimum in one per cent sodium hydroxide.

Sulfonated Fatty Acids, *U. S. Pats. Nos. 2-195,186-7-8.* Fatty acids of hydrogenated tallow or anhydrides of same containing not more than five per cent unsaturates are sulfonated with sulfur trioxide in the presence of liquid sulfur dioxide under substantially unhydrous conditions. Lower alkyl esters and amids of higher saturated fatty acids are also included.

Sulfonated Oils, R. M. Koppenhoefer, *J. Am. Leather Chem. Assoc.* **34**, *622, 1940.* Three sulfonated oils were analyzed by the Hart method. The results showed that sulfation of castor oil occurred primarily at the hydroxyl group and secondarily at the double bond. Sulfation of neatsfoot oil took place at the double bond primarily. Sulfation of cod liver oil took place at the double bond of the more unsaturated compounds. Isoöleic acid is formed during the sulfation of neatsfoot oil. Other findings relating to analysis are described. (Through *Soap.*)

X Permanent Waving Preparations

Chemical Heating Pad, *Canadian Pat. No. 390,189.* A composition capable of producing heat suitable for use in permanent waving hair.

Permanent Wave Heating Pad, *U. S. Pat. No. 2,208,815-6.* A combination of chemicals producing heat when an ionizing medium is added thereto.

Permanent Waving Solution, anon., *Soap, Perf. & Cosm.*, **13**, *398, 1940.* A formula for a successful solution for permanent waving consists of potassium carbonate 7.25 grams, borax 2.5 grams, disodium pyrophosphate 12 grams, ammonium hydroxide (26-8%) 4.75 grams and water 73.50 grams. Another consists of borax 10, potassium carbonate 1, oleic acid ½, mineral oil 0.1, ammonia (26%) 16, glycerine 1 and water 99.4 ounces respectively making a total of 128 ounces.

Y Flavors

Gelatin Deserts, *U. S. Pat. No. 2,196,146.* The addition of four per cent of sodium bitartrate to gelatin desserts containing gelatin, sugar and flavoring, prevents caking and quickens setting.

Grapefruit Seed Oil, A. J. Nolte and H. V. von Loesecke, *J. Ind. & Eng. Chem.*, **32**, *1244, 1940.* (See item under Section C.)

Report on Flavors and Non-Alcoholic Beverages, J. B. Wilson, *J. Assoc. Off. Agr. Chem.*, **23**, *572, 1940.* In studying the methods of determining traces of b-ionone in raspberry flavor, the following two formulas were made for testing among collaborators:

(I) True raspberry extract 8000 cc
b-ionone solution 50 cc
water 3950 cc

(II) True raspberry extract 7640 cc
b-ionone solution 100 cc
amyl acetate 2 cc
alcohol 200 cc
water 4058 cc

The stock solution of b-ionone contained 9.36 grams b-ionone commercial (about 93 per cent pure) in enough alcohol to make 500 cc. After a review of collaborators' reports, it is recommended that the procedure mentioned in the same journal **22**, 383, 1939, be adopted as official with certain recommendtaions for change as given in this report.

Root Beer Extract, D. Algie, *Food Ind.*, **12**, *No. 6, 104, 1940.* Sarsaparilla 6, spikenard ½, wintergreen 2, birch bark 1, sassafrass bark 4, wild cherry bark ½, prickley ash bark ¼, jamaica ginger root ⅛, nutmeg ⅛ ounces each, are reduced to a powder by grinding and percolated to one-half gallon with 33 per cent ethyl alcohol.

Andrew Jergens Co. completes addition to Burbank, Calif., plant

A two-story top addition is being erected on the present one-story and basement soap manufacturing plant of the Andrew Jergens Co., at 99 South Verdugo Avenue, Burbank, Calif. The addition will have a floor area on each story of 67 x 65 feet and will be of structural steel and reinforced concrete construction and will cost $25,000.

Associated Chain Drug Stores elect new officers

New officers of Associated Chain Drug Stores elected at the recent meeting in New York City are: S. J. Besthoff, Jr., New Orleans, president; E. F. Roesch, Indianapolis, vice-president; Fred. J. Griffiths, New York, secretary, and treasurer; A. F. Zicht, New York, executive secretary; and N. L. Vernilya, New York, a member of board of directors.

New Anchor Hocking closure factory to start manufacturing Nov. 1

Anchor Hocking Glass Corp., Pacific Coast Closure Division, will start manufacturing operations in its new and first Western closure factory, 4494 E. 49th St., Los Angeles, Cal., about November 1.

The new factory is a modern, one-story fireproof, brick structure, occupying a quarter of a city block. It has its own railroad siding and a loading dock for transport trucks. It is equipped with the newest and latest type of high speed, straight-line, automatic machinery for the production of plain and decorated Anchor metal caps.

Hugh Crawford, who has been associated with Anchor on the West Coast for 17 years, becomes Pacific Coast closure sales manager. He will maintain his headquarters at the San Francisco office, 230 California St. The Los Angeles office, will continue to function with the same personnel in a new and larger office in the Transportation building, and the Seattle, Wash., office will continue with the same personnel.

W. H. Kushnick, formerly superintendent of the Anchor Cap & Closure Corp. of Long Island City, N. Y., becomes plant manager and T. A. Hoffman, formerly assistant office manager of the Anchor Hocking Glass Corp., Lancaster, Ohio, becomes auditor.

Prizes awarded to 17 at BIMS September golf meeting

More than 70 buyers, importers, manufacturers and salesmen attended the BIMS golf tournament held Sept. 10 at Cherry Valley Golf Club, Garden City, N. Y. Charles W. Darr, of Harriet Hubbard Ayer, distributed prizes to the following winners:

Harold Altshul, Augustus H. Bergmann, Louis Mocq, John E. Gabrielsen, Frank A. Nicholson, Harry Leyser, John S. Baker, Charles C. Bryan, Frederick J. Lueders, Frank W. Green, Joseph A. Huisking, Frank Mahr, Walter Fretz, Alexander D. Henderson, Edward F. Neimeth, Burton T. Bush and S. E. Umensetter.

Merck & Co. again win award for outstanding direct mail literature

The outstanding direct mail literature employed by Merck & Co., Rahway, N. J., in the professional promotion of several Merck medical products for the third time won the award of the Direct Mail Advertising Assn. It was included among the 50 direct mail leaders of 1940. The Merck Report, a magazine for physicians and pharmacists edited by Douglas Wakefield Coutlee, was included in the winning presentation. At a meeting of the association house magazine group in Atlantic City, October 2 to 4, Mr. Coutlee spoke on the problems involved in producing a specialized publication for professional men.

Chain stores show increase in August sales of 12.9 per cent

An increase in sales in August of 12.9 per cent was registered by 23 national chain store organizations over the same month in 1939. Total sales of the companies reporting were $277,577,506.

Obituaries

Oscar Biebinger

Oscar L. Biebinger, president of the Mallinckrodt Chemical Works, St. Louis, Mo., died at his home there Sept. 17 at the age of 80 years. He joined the company, of which he became president, in 1888 as an accountant. He rose by various steps to the presidency, which he assumed in 1925. He is survived by his widow and three daughters.

Dr. F. B. Johnson

Dr. Frederick B. Johnson, a grandson of the founder of the old Palmolive Co. and son of W. B. Johnson, a director of the Colgate-Palmolive-Peet Co., Jersey City, N. J., was killed in an automobile accident in New Milford, Conn., Sept. 18.

V. P. McManus

Venerando Paul McManus, proprietor of the drug and chemical firm of H. W. Henning & Sons, died at his home 157 Senator Street, Brooklyn, N. Y., Sept. 23. He would have completed 50 years in the drug business next year. He started in the drug trade with McKesson & Robbins and was widely known. He was 62 years of age. He is survived by two sons, the Rev. Edward G. McManus, S.J., and V. P. McManus, Jr.; a daughter, Mrs. Kathrine E. Bruni; two sisters, Mrs. Mary Angela Hull and Mrs. Francis A. Young, and two brothers, Edward K., and George J. McManus.

Siegmund Sonneborn

Siegmund B. Sonneborn, founder of L. Sonneborn Sons, New York, N. Y., and father of Rudolph G. Sonneborn, president of the concern, died in Baltimore, Md., Sept. 18 at the age of 68 years. Prior to his retirement he was also president of Henry Sonneborn & Co., a large clothing manufacturing concern.

Jacqueline Cochran, noted aviatrix, worked behind the counter at the Jordan Marsh Co., Boston, where her line of cosmetics including the new Chromablend were introduced recently

Trade Jottings

Pond's Extract Co.'s lipstick is called Pond's "Lips." Its Stagline shades are Honey, Rascal Red, Dark Secret, Heart Beat and Natural. These are offered in two sizes.

Saks Fifth Avenue has introduced Chen Yu nail lacquer. Available in 14 shades, it is packaged in miniature Chinese vases.

Elizabeth Arden's two new make-up shades are Schoolhouse Red and Rose Fumee. Schoolhouse Red, a true red, is presented in a harmony box, containing rouge, lipstick and nail polish. Rose Fumee is a misty coral pink, and is available also in rouge, lipstick and nail polish. For wear with it, Miss Arden created a new shade of her cameo powder which she calls Rose Beige.

Dura-Gloss' two new shades of nail polish are Zombie and Indian Red. Zombie is a deep almost black shade with a red undertone and Indian Red is a tawny red. They come in the "fingernail" topped bottles. The actual polish is applied to a molded fingernail bottle cap so the color may be seen and harmonized to the skin tones.

Frances Denney has introduced Night-Tone, a lubricating cream in semi-liquid form which disappears into the skin as it is applied and does not leave a greasy sticky appearance. Night-Tone is available in two sizes.

Campana Corp. has packaged its Italian Balm in a decanter shaped bottle with basket weave trim, for holiday giving. It is available in a ten-ounce size, the largest in which it has been marketed.

Revlon newest manicure kit is Knapsack which comes in Liberty Bell and American Eagle prints. The front pocket contains nail enamel, remover, cotton roll, implements and emery boards. There is a zippered back pocket to hold change, keys, etc.

Primrose House is offering its Make-up Mask through retail channels although it has been used in its New York salon. It is available in a two-ounce jar.

Hampden Sales Associates presents two new kits; one is a combination make-up box containing one shade of Powd'r-Base, plus rouge, lipstick and powder keyed to this foundation; the other is a Panchromatic Make-Up kit, designed especially for black-and-white photography with the idea of reducing retouching costs and producing more flattering photographs. This kit contains five panchromatic shades of complexion foundation, plus three shades of powder, panchromatic lip rouge, eyebrow pencil, eyeshadow, lip brush and powder puff.

For a southern regional conference of Beauty Counselors, Inc., the above group gathered at Grove Park Inn, Asheville, N. C., September 26. About 25 counselors attended the meeting for which George Beeman, president, came from Grosse Point, Mich. Reading from left to right are: Seated, Mrs. George Beeman, Mrs. Robert Redwood of Asheville, manager of North and South Carolina, and Mr. Beeman; standing, Mrs. M. R. Davis of Charlotte, N. C.; Mrs. T. I. Swygert of Columbia, S. C.; Mrs. T. F. Ball of Columbia, S. C.; Mrs. Barton Myers of Norfolk, Va., regional director of the firm, and Mrs. John McKee, Morgantown, N. C.

Elmo's climatized lipsticks now are available in Indian Paint Brush, Navajo and Pow Wow shades.

Barbara Bates' newest version of the famous Jewel Appeal set is Scintillating Star Spangles. It is covered with a silvery mesh and lined in flag blue moire and contains seven aids for nail care.

Mary Chess introduces a new size in her Yram perfume. It is presented in the castle-shaped bottle with chessboard package.

Andrew Jergens Co. offers a one jar cream, for cleansing and powder base.

Marv Lewis has placed on the market, "We Want Willkie" compacts.

Don Juan presents an "Atomized" face powder which is available in seven shades. "Atom-izing"—powder whirled at a speed of ten thousand revolutions a minute—is designed to produce a powder which, when applied, gives a transparent appearance.

Hewitt Soap Co.'s newly packaged toilet soap is Lavender and Old Lace. Grey, red, blue and green are the four colors used for the box wrap which simulates old lace.

Antoine announces that his Midnight Red is the new make-up worn by the Duchess of Windsor.

Dorothy Gray's new Ripe Cherries make-up is packaged to stimulate a mammoth ripe cherry. The three-inch sphere, opens in equal halves, and it has a stem and green leaf across which is lettered Ripe Cherries. In the package is a lipstick, cream rouge, nail polish and face powder.

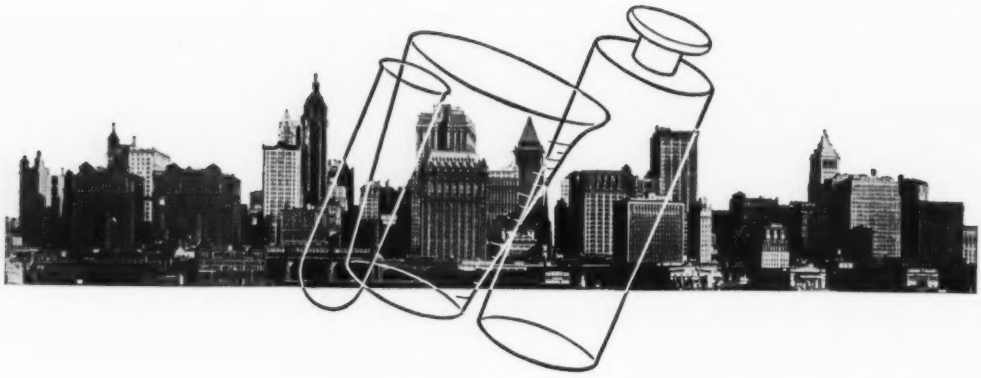
Jacqueline Cochran introduces a soap into her line for the first time. It is labeled Take-Off. Her Christmas packages number 13.

Chanel's new eau de cologne and atomizer set is presented in a streamlined bottle. There is a choice of four fragrances, No. 5, Gardenia, Russia Leather and No. 22.

Barbara Gould has two new travel kits, one is Beauty Passport which comes in red crocodile grain and black alligator grain and is lined with washable material. It has a removable tray which holds nine items. The other kit is in handbag style, available in black, brown or red and it contains eight preparations.

Peggy Sage offers a manicure set in a tiny pillow and calls it the Mollycoddle set. A silk finished inner pocket full of manicure aids slips out, leaving the pillow on which to rest the hand as the polish is applied. The pillow, covered with fleece-nap, comes in yellow and rose or yellow and blue and is rubberized inside.

Lanchere uses the hurricane lamp as a gift container for soap sachet and perfume "candle" and calls the package Colonial Tradition. The lamp may be used with regulation candle or converted to electric lamp when contents are gone. Another of its holiday packages is "Carillon," a miniature carved bell tower with three glass bells of perfume. It comes in four colors.



What's Happening Marketwise

THE past month brought about a greater amount of activity in various raw materials as perfumers, toilet goods manufacturers and other consumers started preparing for the year-end holiday trade and building up inventories of those articles that are in demand during the winter months.

The trend of the market was mixed. Sharp advances were recorded in various imported articles with new shortages appearing, while those raw materials that are manufactured here displayed an easier trend which was regarded as the best proof and demonstration of the vast progress made in the chemical industry since the World War.

Acute Shortage of Some Items

The situation with regard to certain highly special commodities which are obtained from abroad is more acute than at any time since hostilities began in Europe a year ago. Reports indicated that Spain may become involved in the conflict. Added to this was the Indo-China-Japan dispute. The spread of hostilities to West Africa also made the situation more complicated.

It is believed that there is material in the countries at war, but transportation from the points of origin to our shore is becoming increasingly difficult. Credit facilities, shipping restrictions, and the question of securing available space were among the importers' difficulties.

Should Spain become involved in the war, the supply of many articles including a number of botanicals, oil thyme, rosemary, rue and orange would be cut off. Offers from the Dutch colonies have continued to come in regularly. Considerable quantities of oil patchouli have arrived recently, thus relieving the tight position of the market here. A slightly firmer feeling has developed in citronella. Ample quantities are available in this market but it is believed that the article eventually will go higher because of reports that growers in Java may turn their plantations into more remunerative production.

All floral oils were strong. Since replacements have been cut off for several months, it will only be a question of time when the supply in this market will be exhausted.

Outstanding developments in the floral oil market included sharp advances in neroli, the cancellation of prices by some houses on Bourbon vetiver and a general strengthening in lavender and geranium. The trend toward increased rose oil exports is believed to be continuing, according to advices from Bulgaria, although no official figures are available due to the war. Last year, exports of rose oil amounted to 2,540 kilograms valued at 72,700,000 leva as compared with 1,884 kilograms valued at 57,029,000 leva in 1938. Estimates place exports for the first semester of 1940 at 950 kilograms in contrast to 779 kilograms during the same period last year. The greater part of this year's exports was destined for the United States, the value amounting to over $147,000 as compared with $40,000 in the same period last year.

All Italian products were scarce. The supply of bergamot is very low. The article has gradually been replaced in many instances, particularly by the soap trade, with artificial oil. Juniper and products derived from orris root were obtainable only in limited quantities.

Some Spice Oils Up

Spice oils displayed a mixed tone but several items including dill enjoyed a good demand from the food trade. Mace and nutmeg developed an easier tone toward the close after reaching a fairly high level. Celery and coriander registered advances because of difficulty in securing raw material. Liberal offerings resulted in a further break in clove oil. However, toward the close of the period, a slightly steadier tone developed.

Domestic oils were featured by a sudden strengthening in cedarwood. According to reports, no further supplies will be available from the South until the end of the year. Mills that had been exporting sizable quantities of wood chips from which the oil is distilled have had a substantial portion of their outlets cut off by the war. Wormseed, peppermint, and wormwood displayed a heavier tone owing to freer offers of new oil.

Favorable Prices in Aldehydes

More favorable prices were quoted on some of the aldehydes. Competitive conditions resulted in a sharp break in methyl cinnamate. The supply of geranyl acetate was more than ample to take care of the demand and prices were being shaded in some directions. In view of the low prices prevailing on Chinese menthol, consumers have failed to show any interest in the Japanese. Prices on the latter showed a further decline over the past month but in spite of this the Chinese was the most reasonably priced.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit, per lb.	$2.75@	$3.00
S. P. A.	3.00@	3.25
Sweet True	.80@	.85
Apricot Kernel	.40@	.50
Amber rectified	.85@	1.00
Amyris balsamifera	3.00@	3.25
Angelica root	52.00@	60.00
Anise, U. S. P.	.83@	.85
Aspic (spike) Span.	1.10@	1.55
Bay	1.25@	1.35
Bergamot	9.00	Nom'l
Artificial	3.25@	6.00
Birch, sweet	1.55@	2.75
Birchtar, crude	.28@	.30
Birchtar, rectified	.90@	1.00
Bois de Rose	1.70@	2.00
Cade, U. S. P.	.40@	.48
Cajeput	.65@	.80
Calamus	7.50@	8.25
Camphor "white"	.52	Nom'l
Cananga, Java native	1.65@	1.80
rectified	1.90@	2.25
Caraway	5.25@	Nom'l
Cardamon, Ceylon	15.50@	18.00
Cassia rectified, U. S. P.	1.35@	1.45
Cedar leaf	.65@	.90
Cedar wood	.22@	.40
Celery	12.00@	15.00
Chamomile (oz.)	5.00@	7.00
Cinnamon	8.00@	16.25
Citronella, Ceylon	.33@	.35
Java	.35@	.38
Cloves, Zanzibar	1.18@	1.30
Copaiba	.55@	.70
Coriander	12.50@	20.00
Croton	2.75@	3.25
Cubebs	3.10@	3.50
Cumin	5.35@	8.00
Dillseed	5.00	Nom'l
Erigeron	2.20@	2.75
Eucalyptus	.72@	.80
Fennel, Sweet	2.00@	2.55
Geranium, Rose, Algerian	3.75@	4.25
Bourbon	3.50@	4.00
Turkish	2.75@	2.85
Ginger	5.00@	5.75
Guaiac (Wood)	3.50	Nom'l
Hemlock	.90@	1.10
Juniper Berries	4.80@	5.10
Juniper Wood	.50@	.60
Laurel	4.75@	5.00
Lavender, French	3.75@	5.75
Lavandin	3.30@	3.50
Lemon, Italian	5.00	Nom'l
Calif.	3.25@	
Lemongrass	.70@	.75
Limes, distilled	5.25@	6.00
express	8.00@	8.50
Linaloe	1.45@	1.85
Lovage	80.00@	95.00
Marjoram	6.00@	10.00
Neroli, Bigrade, P.	175.00@	190.00
Petale, extra	250.00@	275.00
Olibanum	5.25@	5.75
Opopanax	12.00	Nom'l
Orange, bitter	3.25@	3.75
sweet, W. Indian	2.50@	2.80
Italian	8.00	Nom'l
Spanish	4.00@	4.75
Calif. exp.	2.00@	
Orris root, con. (oz.)	8.50	Nom'l
Orris root, abs. (oz.)	35.00@	56.00
Orris liquid	18.00@	25.00
Pennyroyal Amer.	2.65@	3.00
European	2.55@	2.80
Peppermint, natural	2.40@	2.50
redistilled	2.65@	2.85
Petitgrain	1.45@	2.00
Pimento	3.00@	4.75
Pinus Sylvestris	2.30@	2.75
Pumillonis	$2.40@	$2.50
Rose, Bulgaria (oz.)	6.00@	12.00
Rosemary, French	.70@	.80
Spanish	.60@	.68
Sage	2.25@	2.75
Sage, Clary	28.00@	30.00
Sandalwood, East India	5.50@	6.00
Australia	5.80@	6.00
Sassafras, natural	1.20@	1.35
artificial	.80@	.83
Snake root	9.50@	11.00
Spearmint	2.30@	2.75
Thyme, red	1.30@	1.70
white	1.60@	2.00
Valerian	12.00@	14.00
Vetivert, Bourbon	5.25@	6.00
Java	3.50@	7.00
Wintergreen	3.35@	8.00
Wormseed	3.75@	4.25
Ylang Ylang, Manila	22.00@	24.00
Bourbon	3.50@	7.50

TERPENELESS OILS

Bay	2.35@	3.00
Bergamot	20.00	Nom'l
Clove	3.00@	4.75
Coriander	45.00@	50.00
Geranium	8.00@	12.50
Grapefruit	60.00@	65.00
sesquiterpeneless	85.00@	
Lavender	10.00@	16.50
Lemon	17.00@	23.00
Lime, ex.	50.00@	55.00
Orange, sweet	100.00@	120.00
bitter	98.00@	115.00
Petitgrain	2.65@	3.75
Rosemary	5.00@	6.25
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang Ylang	28.00@	35.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.50@	2.00
Acetophenome	1.35@	2.00
Alcohol C 8	8.50@	10.00
C 9	22.00@	35.00
C 10	20.00@	
C 11	17.50@	19.00
C 12	7.25@	15.00
Aldehyde C 8	22.50@	28.00
C 9	23.00@	30.00
C 10	29.00@	35.00
C 11	18.00@	20.00
C 12	23.00@	28.00
C 14 (so-called)	10.00@	
C 16 (so-called)	10.00@	13.00
Amyl Acetate	.50@	.75
Amyl Butyrate	.90@	1.10
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.00@	1.75
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicylate	.75@	.90
Amyl Valerate	1.80@	2.10
Anethol	1.05@	1.30
Anisic Aldehyde	2.80@	3.20
Benzophenone	.90@	1.30
Benzyl Acetate	1.50@	
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.85@	1.75
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	5.25@	6.50
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	10.25@	12.30
Benzylidenacetone	2.00@	3.10
Borneol	1.75	Nom'l
Bornyl Acetate	1.50	Nom'l
Bromstyrol	3.75@	4.25
Butyl Acetate	.08½@	.14½
Butyl Propionate	2.00@	
Butyricaldehyde	12.00@	
Cinnamic Acid	$3.75@	$4.50
Cinnamic Alcohol	3.00@	3.85
Cinnamic Aldehyde	1.00@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.00@	2.80
Citronellal	.85@	1.65
Citronellol	1.90@	2.30
Citronellyl Acetate	3.50@	5.00
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	.95@	1.50
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.25@	3.80
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	6.00@	6.50
Eucalyptol	.90@	.95
Eugenol	1.80@	2.10
Geraniol, dom.	1.15@	3.50
Geranyl Acetate	1.65@	2.25
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	3.50@	6.00
Heliotropin, dom.	3.15@	3.50
Hydrotopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.25@	6.00
Indol, C. P. (oz.)	2.80	Nom'l
Iso-borneol	2.30@	
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	2.00@	2.85
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	2.65@	4.50
Iso-safrol	2.00@	
Linalool	3.00@	4.75
Linalyl Acetate 90%	2.50@	4.00
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.25@	3.40
Synthetic	2.50@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.20@	3.25
Methyl Benzoate	.75@	1.75
Methyl Cellulose	.70@	.75
Methyl Cinnamate	2.65@	3.00
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptine Carbonate	28.00	Nom'l
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	2.25@	5.00
Methyl Phenylacetate	1.60@	2.25
Methyl Salicylate	.35@	.40
Musk Ambrette	3.60@	4.00
Ketone	3.75@	4.10
Xylene	1.10@	1.40
Nerolin (ethyl ester)	1.35@	1.80
Nonyl Acetate	.40@	.45
Octyl Acetate	.30@	.35
Paracresol Acetate	3.60@	5.25
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-acetate	5.00@	8.50
Phenylacetaldehyde 50%	3.00@	4.50
100%	4.10@	7.25
Phenylacetic acid	2.00@	3.75
Phenylethyl Acetate	2.45@	5.00
Phenylethyl Alcohol	2.30@	3.10
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	3.00@	10.00
Phenylethyl Propionate	5.50@	7.00
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	7.90@	11.00
Phenylpropyl Alcohol	3.75@	6.30
Phenypropyl Aldehyde	7.75@	10.25

[Continued on p. 102]

[Continued from p. 100]

Rhodinol	$5.50@ $6.50
Safrol	1.00@ 1.10
Santalyl Acetate	20.00@ 22.50
Skatol C. P. (oz.)	6.00@ 10.00
Styralyl Acetate	6.75@ 10.00
Styrayl Alcohol	10.00@ 14.00
Terpinyl Acetate	.80@ 1.20
Terpineal, C. P.	.26@ .40
Thymene	.45@
Thymol	1.50@ 1.70
Vanillin (clove oil)	2.60@ 2.75
(guaiacol)	2.50@ 2.65
Lignin	2.50@ 2.65
Vetivert Acetate	23.00@ 28.00
Violet Ketone Alpha	5.00@ 10.00
Beta	5.50@ 8.00
Methyl	5.25@ 8.00
Yara Yara (methyl ester)	1.50@ 1.75

BEANS

Tonka Beans, Surinam	.80@ .85
Angostura	2.40@ 2.65
Vanilla Beans	
Mexican, whole	7.50@ 8.00
Mexican, cut	7.25@ 7.75
Bourbon, whole	7.25@ 7.80
South American	7.25@ 7.50

SUNDRIES AND DRUGS

Acetone	.06¼@ .08¼
Almond meal	.25@ .27
Ambergris, ounce	20.00@ 22.00
Balsam, Copaiba	.25@ .27
Peru	.70@ .80
Beeswax, bleached, pure, U.S.P.	.38@ .40
yellow, refined	.29½@ .33
Bismuth sub-nitrate	1.48@ 1.50
Borax, crystals, carlot, ton	48.00@ 58.00
Boric acid, ton	125.00@140.00
Calamine	.18@ .20
Calcium, phosphate	.08@ .08¾
Phosphate, tri-basic	.09@ .10
Camphor	.85@ .95
Domestic	.62@ .75
Castoreum	14.00@ 26.00
Cetyl Alcohol	.95@ 1.75
Pure	1.75@ 2.15
Chalk, precip.	.03½@ .06½
Cherry laurel water, din.	4.75@ 5.25
Citric Acid	.21@ .21½
Civet, ounce	10.00@ 12.00
Clay, Colloidal	.07@ .15
Cocoa butter lump	.15@ .25
Cyclohexanol (Hexalin)	.30@ .50
Fuller's Earth, ton	15.00@ 33.00
Glycerine, C. P. drums	.12½@ .15¼
Gum Arabic, white	.32@ .34
Amber	15@ .17
Gum Benzoin, Siam	2.00@ 3.10
Sumatra	.25@ .28
Gum galbanum	.98@ 1.15
Gum myrrh	.50@ .60
Henna powd.	.18@ .20
Kaolin	.03@ .05
Labdanum	3.25@ 5.00
Lanolin, hydrous	.25@ .30
anhydrous	.27@ .30
Magnesium, Carbonate	.09@ .10¾
Stearate	.24@ .27
Musk, ounce	26.00@ 30.00
Olibanum, tears	.35@ .40
siftings	.10@ .15
Orange flower water, gal.	1.50@
Orris root, powd.	.40@ .48
Paraffin	.06¼@ .09
Peroxide	1.10@ 1.75
Petrolatum, white	.06¼@ .08½
Quince seed	1.20@ 2.00
Rich starch	.08@ .09½
Rose leaves, red	3.00@ 3.50
Rose water, din.	4.75@ 5.00
Rosin, M. per cwt.	2.20@ 2.21
Salicylic acid	.35@ .40
Saponin	3.00@ 3.25
Silicate, 40°, drums, works, 100 pounds	.80@ 1.20
Soap, neutral white	.20@ .25
Sodium, Carb. 58% light, 100 pounds	1.35@ 2.35
Hydroxide, 76% solid, 100 pounds	2.60@ 3.75
Spermaceti	.22@ .24
Stearate zinc	.24@ .26
Styrax	.55@ .85
Tartaric acid	.41¾@ .42¼
Tragacanth, No. 1	3.25@ 3.50
Triethanolamine	.34½@ .42
Violet flowers	1.80@ 2.00
Zinc Oxide, U. S. P. bbls.	.09½@ .15

OILS AND FATS

Castor No. 1, tanks	.10½@
Cocoanut, Manila Grade, tanks	.02¾@
Cocoanut Oil, tanks	.06¾@
Corn, crude, Midwest mill, tanks	.05¼@ .05⅜
Corn Oil, distilled, bbls.	.07⅝@ .07⅞
Cotton, crude, Southeast, tanks	.04½@
Grease, white	.03⅞ Nom'l
Lard	.05⅜@ .08½
Lard oil, common, No. 1 bbls.	.07@
Palm, kernel, bulk, ship	Nominal
Palm, Niger, drums	.03¼@ Nom'l
Peanut, refined, barrels	.08⅜@ Nom'l
Red Oil, distilled, tanks	.05¾@
Stearic acid Triple pressed	.11¾@ .12¾
Saponified	.12@ .13
Tallow, acidless, barrels	.06¾@
Tallow, N. Y. C. extra	.03¾@
Whale oil, refined	.09⅛@

How dealers regard hypodermic selling

(continued from p. 32)

that these people stick to their regular brand and furthermore that the retailers in no manner attempt to influence the purchase of these special offers.

"How many of the same combination offers, in the same product group, do you get during one period?" This was the final question put to store owners and managers. Fifty-one identical replies were given—"Too many."

LESSON OF WARNING

Such were the woeful cries our reporter heard from merchants in the metropolitan area. They are probably magnified thousands of times all over the country. That premium and combination offers have produced evils and bad business practices is evident. The manufacturer would do well to heed these criticisms.

The last store queried, a small food shop in the Gramercy Park section, really topped the list. When we asked the storekeeper his general opinion of premiums, he said: "I don't mind them. As soon as I get a new batch, I take out the premiums and bring them home to my wife. We don't have to buy dishes any more."

Your product? It goes on the shelf—minus the crockery.

Beauty shows and trade conventions scheduled for coming weeks

Following is a list of beauty shows and conventions scheduled for the last part of October and early November:

Oct. 20-21-22. Eighth Annual Beauty and Style Show, G. A. Kayser and Sons, Inc., Hotel Statler, Buffalo, N. Y.

Oct. 20-21-22. Fifth Annual Convention, Trade Show, Arkansas Hairdressers and Cosmetologists Ass'n, Marion Hotel, Little Rock, Ark.

Oct. 20-21-22. North American Beauty and Fashion Show, Detroit Natl. Hairdressers Ass'n and Michigan Natl. Hairdressers and Cosmetologists Ass'n, Book Cadillac Hotel, Detroit, Mich.

Oct. 20-21-22. Convention and Trade Show, Iowa State Natl. Hairdressers and Cosmetologists Ass'n, Inc., Blackhawk Hotel, Davenport, Ia.

Oct. 20-21-22-23. Annual Beauty Show, Florida Beauticians Assn., Roosevelt Hotel, Jacksonville, Fla.

Oct. 27-28. Beauty Trade Show, sponsored by Schwartz Brothers, Ohio Hotel, Youngstown, Ohio.

Oct. 27-28-29. Convention, Indiana Hairdressers and Cosmetologists Assn., Hotel Lincoln, Indianapolis, Ind.

Oct. 27-28-29-30. 16th Annual Northwest Beauty and Trade Show, Minn. State Hairdressers and Cosmetologists Assn., Hotel Radisson, Minneapolis, Minn.

Oct. 28-29-30. Official Show and Convention, New York State Hairdressers and Cosmetologists Assn., Hotel Pennsylvania, New York, N. Y.

Nov. 9-10-11-12. Annual Convention, United Assn. of Registered Cosmetologists, Ltd., Roosevelt Hotel, Hollywood, Calif.

Nov. 10-11-12. Associated Hairdressers of Alabama Convention, Thomas Jefferson Hotel, Birmingham, Ala.

Dec. 8-9-10. Convention and Trade Show, Wisconsin Hairdressers and Cosmetologists Assn., Inc., Schroeder Hotel, Milwaukee, Wis.

CLASSIFIED ADVERTISEMENTS

The rates for advertisements in this section are as follows: Business Opportunities, $1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion. Please send check with copy. Address all communications to THE AMERICAN PERFUMER, 9 East 38th St., New York

BUSINESS OPPORTUNITY

WANTED: 2—Dry Powder Mixers; 2—Pony Mixers; 2—Tablet Machines; 1—Filter; 3—Kettles; 2—Filling Machines. No dealers. Write Box 2353, The American Perfumer.

I CAN SELL your product if it is used by cosmetic and pharmaceutical manufacturers in and around New York. Alert, progressive firm can have this territory opened, or their present volume increased. Commission basis. Write Box 2359, The American Perfumer.

Plant on Eastern Seaboard equipped with Bottle Washing Machinery, Filler, Pasteurizer, Labeller, Air Compressor, Refrigerating Equipment. Private R. R. Siding. All new equipment. In use short time. Write Box 2360, The American Perfumer.

HELP WANTED

EXPERIENCED SALESMEN to sell perfume to department stores and others in New York. Sheherazade, Inc., 154 Nassau St., New York. Cortlandt 7-9035.

INDEX TO ADVERTISERS

HUGUES AINÉ
Fondée en 1817

CHARABOT et Cie Succs

SPECIALISTS IN:

JASMIN, NEROLI,
ROSE, TUBEROSE,
FLEURS D'ORANGE,
CARNATION, LAVENDER.

GRASSE

"OVER A HUNDRED YEARS YOUNG"

CHARABOT & CO. of Grasse, France is a hardy perennial "over a hundred years young." 1940, 1914, 1871 . . . all are important dates in our long history.

Each date marks international war, each date marks necessity for great adjustments on our part to conduct our operations for the greatest good of our prized clientele.

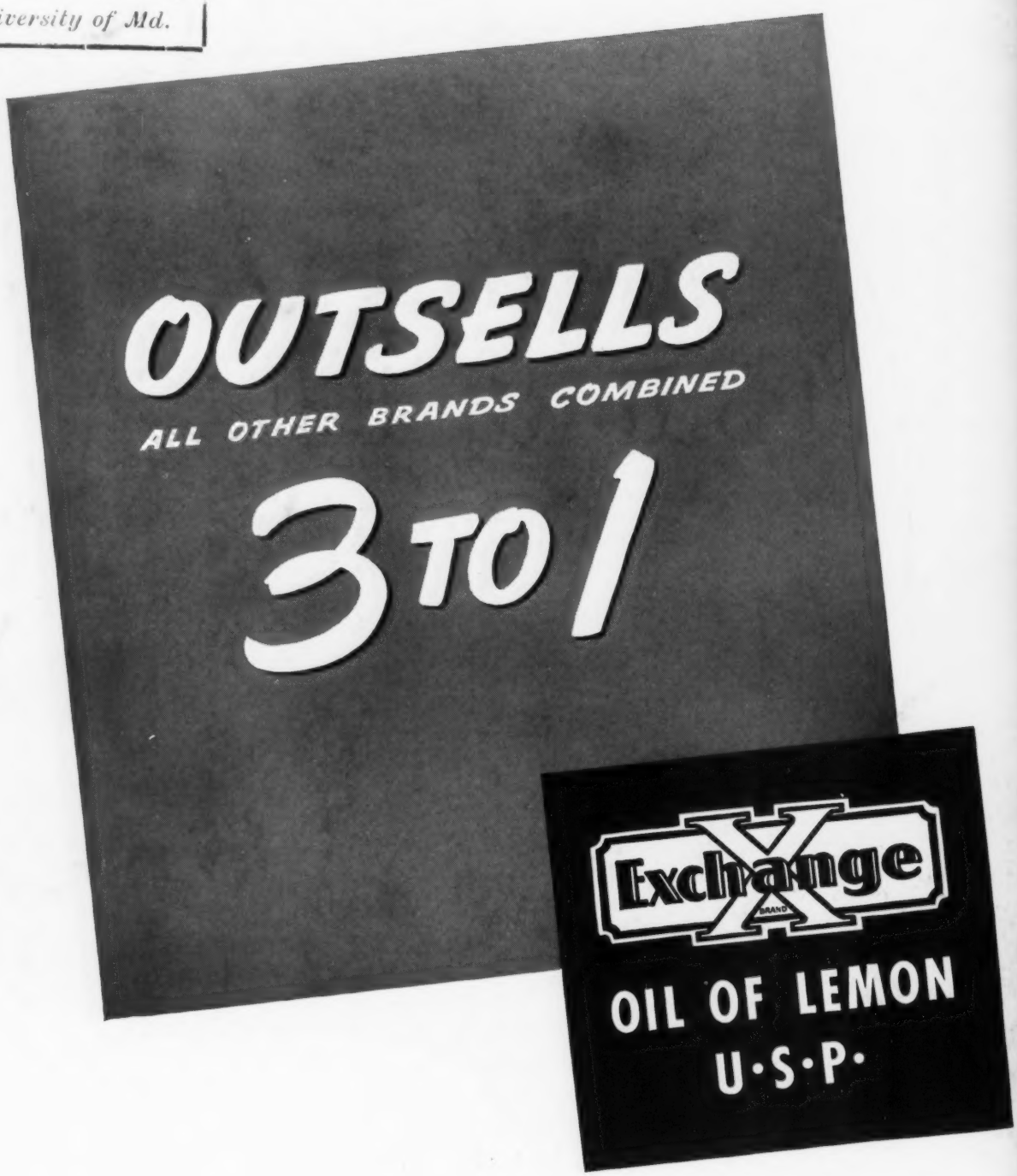
And each succeeding date finds us better able to quickly adapt to any new condition. Logically, therefore, we are better able now to serve you than ever before. Strength is gained through overcoming obstacles.

Your continued support through fair year and troublesome, is compelling testimony of your loyalty to Charabot . . . and conclusive proof of the value you place in the quality inherent in Charabot products. "Charabot carries on."

UNGERER & CO.

13-15 WEST 20th STREET NEW YORK

PHILADELPHIA BOSTON ST. LOUIS CHICAGO LOS ANGELES SAN FRANCISCO



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FRITZSCHE BROTHERS, INC.
76 NINTH AVENUE, NEW YORK, N. Y.

DODGE & OLCOTT COMPANY
180 VARICK STREET, NEW YORK, N. Y.

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE
PRODUCTS DEPARTMENT, ONTARIO, CALIFORNIA

PRODUCING PLANT: EXCHANGE LEMON PRODUCTS CO., CORONA, CALIFORNIA